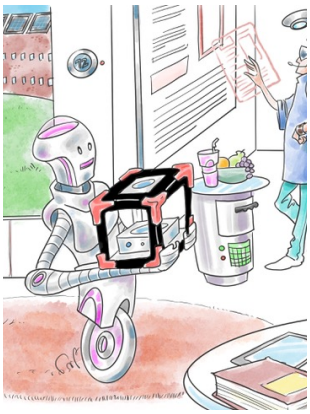
PTIS Update - Winter 2020

Providing business and technical leaders with relevant and focused information, knowledge, foresight, insight and capability to create value through packaging in a global market

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Welcome to the next decade! In the Future of Packaging 2030 Program noted below we identified over 40 impact forces that will impact packaging over the next decade. Many of the impact forces will be accelerated by technology and with 5G coming things will progress even faster. As a result of all of the megatrends, we will see packaging impacted from many angles, including social change and sustainability to technical and IoT (we call it IoP, for internet of packaging). Industry 4.0, blockchain and the many new consumer segments from Z's to post baby boomers will support many new packaging opportunities. Brand purpose is getting a lot of buzz and packaging will play an increasingly important and enabling role as a Brand Asset going forward. Are you ready for the packaging implications and changes ahead? We love helping our clients plan and execute.



Future of Packaging 2030 Program

PTIS and Leading Futurists wrapped up the Future of Packaging 2030 with over 20 program sponsors from across the packaging value chain. The program explored a number of topics including the World in 2030, retail technology/ trends, sustainability/ circular economy, digital transformation and scenarios to simply name a few. We thank all the program sponsors and guests who provided input throughout the program. One thing that became clear, we are not going to solve the "big systems" issues of packaging on our own, it will take significant collaboration throughout the industry. To learn more or inquire about the program, please contact Todd or Mike.

PTIS Foresight Programs

Through our Future of Packaging programs and partnership with Leading Futurists, PTIS has developed programs to generate foresight to keep you ahead of where things are going. Our Tools help to ensure your packaging is hitting on key global trends & stay ahead of competitors. These services include:

- The Future of Packaging programs
- Scenario workshops
- Customized Trends & Insight workshops
- Teaching techniques such as Horizon 3 thinking
- Ongoing future insights newsletter
- Individual company "Future proofing" audit of packaging, operations



Sustainability/ Circular Economy

The PTIS team, in partnership with Trayak, continues to help companies with a range of sustainability programs including sustainability insights and strategy, benchmarking and best practices as well as more tactical programs such as conducting lifecycle assessments and related LCA activities. Contact Todd for any inquiries.

Client Focused Projects for 2020

Every year we seem to have critical focus areas clients are most interested in and this year is no different. Much of our efforts this year include: Foresight and strategy, consumer insight for package design (see below), contract manufacturing and packaging identification and enhancement, equipment line layout and asset management, sustainability and circular economy and technology scouting and innovation. NEW consumer insight tools and services include 1) a 500 panel of off-the-chart creative consumers who see things in new ways, build on each other, challenge paradigms, bring ideas in from other categories and spark creativity to a much greater degree than average consumers. 2) a fully validated category-specific algorithm differentiates and predicts success in terms of products, packaging, positioning, advertising or other key brand activation and strategy. 3) a Stated & Derived Driver Analysis tool that closes the gap between what people say they will do, and how they actually behave. Our goal has been and will continue to be to help clients appreciate how consumer insight for package design is different than other forms of research.

Conferences/ Programs

The PTIS team will be attending a number of events over the upcoming months. Please reach out and let us know if you would like to meet up - we always enjoy seeing friends at these events:

- ISTA Transpack and Temp Pack Forum - March 16-19, Orlando, FL
    - Brian presenting to the combined audience, with implications for the fast-changing world of Distribution Packaging
- PMMI Top to Top Summit Meeting - March 22-24, Ponte Vedra Beach, FL
    - Brian and Tim will be presenting and facilitating this exciting annual event, with leading OEMs, suppliers and Brand Owners
- TAPPI 2020 International Flexible Packaging and Extrusion Division Conference - April 19-22, San Diego
    - Todd will be speaking on “A Holistic View of Flexible Packaging Through Lifecycle Assessment Case Studies”, including e-commerce impacts.

FPA
Flexible Packaging Association

Other PTIS/ Packaging News

Mike Richmond was a lead judge for the Flexible Packaging Association (FPA) Achievement Awards. Their 70th Anniversary meeting will be held in Florida March 4-6 2020

Mike was also a judge for the ONEof100 effort focused on enhancing the brand via packaging. The ONEof100 Summit in New York will offer guests the perfect mix of education and connection opportunities alongside fresh, bold and current industry trends. Storyteller topics will cover sustainability and trends in the circular economy, mindful entrepreneurship, women in leadership, CBD & cannabis in the wild west, the power of personalization, and more.

Tickets are limited. To purchase yours, visit www.oneof100summit.com.

The 2020 Packaging and Processing Hall of Fame Awards will begin accepting nominees in March. The award ceremony will be held at Pack Expo in Chicago in October. We encourage you to identify leaders in processing and packaging and submit them for Hall of Fame consideration

New MSU School of Packaging Director Announced

Please welcome Matt Daum, Ph.D., as the new Director of the School of Packaging. As many of you know, Matt started January 3rd, 2020. He is currently traveling to meet with prospective donors, and alumni and partners across the US - and of course is in the process of moving to Michigan with his family, after a great career with HP in Idaho. You can read more about his appointment on the MSU School of Packaging website**.**

Phil McKiernan has retired from PTIS. Phil joined PTIS 2008 as a co-owner and we all wish Phil good luck and enjoyment wherever his next road trip takes him! If you have any questions, feel free to reach out to Brian (brian@ptisglobal.com or 269.806.4566)

With the organizational change, our billing and business address will change as well to **2641 Pin Oak Dr. | Ann Arbor, MI 48103**. We will be reaching out to many of you and your appropriate organizational contacts to be made aware of the change.

Closing Thoughts

It's hard to believe 2020 is already here and it won't be long before we are saying the same thing about 2021. We encourage you all to recognize the many transformative changes in packaging that are coming and build and refresh your strategies to be ready for the future. We should all be looking to move from Bad VUCA (Volatility, Uncertainty, Complexity and Ambiguity to Good VUCA (Vision, Understanding, Clarity and Agility) in the year ahead!



Quotes to get you started

“The answers to our questions are everywhere; we just need to change the lens with which we see the world” - Janine Benyus

“The real voyage of discovery consists not in seeking new landscapes, but having new eyes” - Marcel Proust

“To make an end is to make a new beginning” - T.S. Eliot

“I feel confident imposing change on myself. It’s a lot more fun progressing than looking back. That's why I need to throw more curve balls” - David Bowie

"The way to achieve your own success is to be willing to help somebody else get it first." - Iyanla Vanzant