

A penetrating benchmarking study on the change forces and critical trends affecting packaging innovation and product development.

Packaging Innovation: A Key Business Tool and Enabler For Growth and Profitability

This probing report, based on more than 50 telephone interviews with leading decision makers in the packaging value chain, illustrates many of the changes in the evolution of packaging innovation as a brand and product differentiator. An update of the 2006 Packaging Benchmarking and Best Practices Study, this newly released report clearly examines the underlying forces that give packaging a prominent seat at the product development table.

Highlights of this powerful benchmarking report include:

- 83 Specific, Actionable Insights related to the selection, funding, and launch of packaging innovation projects
- 23 Statistical Innovation Tables
- 25 Illustrated Figures
- 9 Checklists Outlining 58 MUST-DO Steps To Successfully Innovate
- 6 Specific Innovation Tools used by brand owners to fuel the process of concept development with packaging

This groundbreaking study provides an important snapshot of today's key drivers and market trends of packaging innovation and product development:

- The evolution of change forces that make packaging a key differentiator on store shelves
- The increasing presence of private label and enhanced use of packaging by retailers
- Purchasing as a key influencer of the packaging innovation process
- The effect of shorter development cycles and limited internal resources on expanded external innovation
- The rising trend of open innovation among brand owners that continues to gain prominence
- Consumers as the ultimate acceptors of innovation and the role of packaging to understand their needs and desires
- Suppliers as the enablers of innovation, as brand owners look to them for concept-stage initiatives
- The threat of potential project derailers and the changing order of importance of each
- Best practices such as ethnography, partnerships, stage-gate processes, FEA analyses, and technology scouting
- External and internal influencers of innovation
- The top, peer-ranked packaging innovators and why they earned that distinction

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A major change has been underfoot since 2006, when PTIS first published its Packaging Benchmarking and Best Practices Study. The packaging value chain has evolved and passed a critical tipping point where it now has a seat at the product development table.

But to take full advantage of that opportunity, requires knowledge of the key change agents and market trends affecting today's packaging and brand innovation initiatives.

No other report offers the same depth of knowledge and instruction to help professionals take packaging innovation to the next level forward in their organizations.

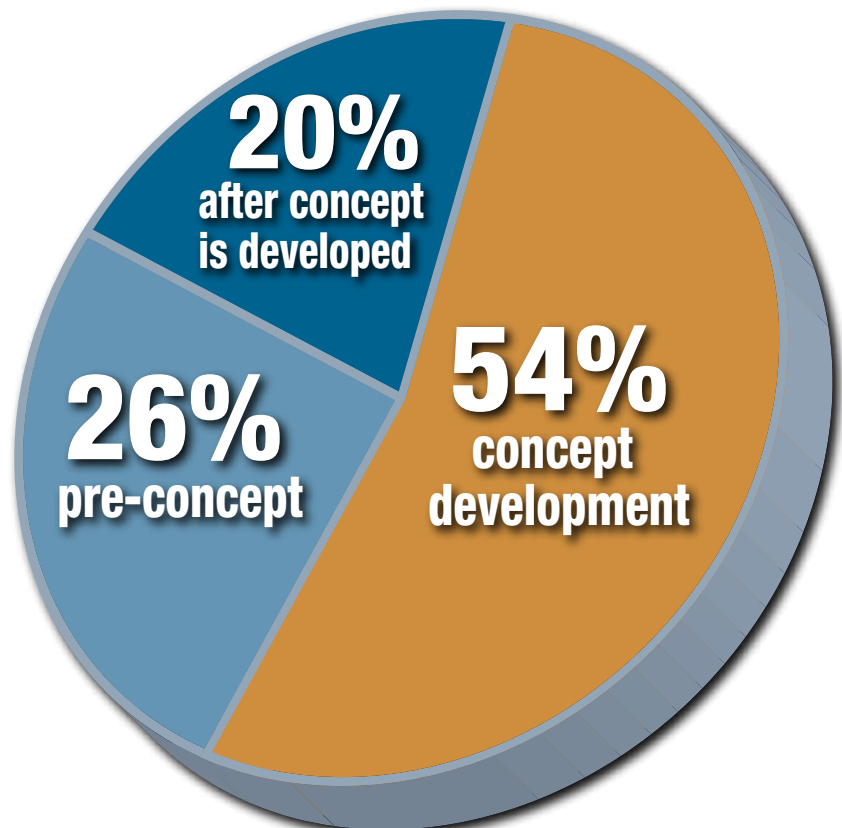
Best Practice and Expert Guidance on the Future of Packaging Innovation

- Understand the change-forces and trend-drivers pushing the packaging innovation process past the critical tipping point
- Learn about the positive economic impact of an open-innovation culture that supports the role of packaging innovation leaders
- Discover how innovation is affected by centralized, decentralized, and hybrid packaging departments at brand owner companies and how to innovate within each model
- Gain a clear picture why future package innovation efforts will fail if not backed by a strong understanding of consumer insights
- Identify the most common derailers of innovation and learn how to avoid them successfully and move forward innovation initiatives

Plus: Peer-ranked packaging innovators and overviews of how they earned that distinction

Where Packaging Sits At The Table

PTIS's groundbreaking benchmarking survey identified the point in the development process when packaging companies typically offer assistance, one of 23 Statistical Innovation Tables.



***Plus Purchase The 2009 Innovation Report And
Get the 2006 Report For Just \$295!***

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About the Authors

Mary Toth, currently an associate with PTIS, has made a career in new packaging development with the help of consumers and consumer research. Mary’s background is in both packaging development and consumer insights. Very early on, she realized how important consumers were to the success of packages and gained the skills and tools necessary to make packaging innovation successful.

Prior to her work with PTIS, Mary brought innovative solutions to several of the major consumer products companies globally: Hershey, General Mills, and Johnson & Johnson’s McNeil division, as well as Coca-Cola and the former Nabisco Foods. For all these companies and more, Mary helped to identify new packaging opportunities that contributed to overall, top-line product growth.

Michael Richmond is a strategic business and technical leader with 25 years of experience with PTIS, GSSI, Kellogg, Kraft Foods, and Michigan State University.

Prior to building PTIS, Mike successfully developed, staffed, and led packaging organizations at both Kellogg and Kraft. At Kellogg, Mike was responsible for developing and implementing start-up departments including Technology Discovery and Global Packaging Innovation. He led and delivered numerous developments, including the patented technology for Kellogg’s Drink ‘n Crunch one-handed cereal and milk package. During his tenure at Kraft, Mike helped develop superior new packaging, including Breyers’ rounded rectangular ice cream cartons; easy open/reclosable shredded, sliced, and chunk cheese packaging; microwavable squeeze bottles and aseptic multipack dipping packages for cheese sauces; DiGiorno packaging; and the PET conversion for parmesan cheese.

Mike was instrumental in developing and implementing strategic plans and programs nationally and globally for both Kraft and Kellogg. He led the research and development component of strategic sourcing at both companies, resulting in millions of dollars in savings. In addition to strong vendor knowledge, Mike has brought new consumer and trade focus to the development of superior solutions to packaging problems globally. He also has considerable expertise in benchmarking and best practices and has used this expertise extensively.

Mike has numerous achievement awards and commendations and is past head of the Industrial Advisory Committee for the Center for Advanced Food Technology (CAFT) at Rutgers University. He is also an active member of the Institute of Food Technologists (IFT) and the Institute of Packaging Professionals (IoPP). Mike continues to support academics through the PTIS Packaging Endowment at Michigan State University and also lectures at both Michigan State University and Western Michigan University in their packaging and food marketing and M.B.A. programs.



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