

# The Reinvention of Package Procurement As A Driver of Change and Competitive Advantage for the Savvy Organization

## *Strategic Packaging Procurement: A Road Map to Improved Business Results*

**Procurement controls 60% of a company's annual spend. The procurement function is an untapped resource for many companies in today's changing packaging organizations, one that can drive improved business results, identify new global technologies and innovative materials, develop effective supplier alternatives, manage risk and cost, and increase the strategic focus. This report offers a powerful blueprint on how companies can better use procurement to meet internal and customer expectations while empowering the organization to better cope with the constant flux and heightened competition of today's marketplace.**

*A Probing, Step-By-Step Guide To How Package Procurement is Being Redefined, Reinvented, and Refocused To Deliver Enhanced Results in the Form of Top and Bottom Line Revenue Growth in the Global Marketplace*

### *Providing Critical Assessment Focusing on the Future of Packaging Procurement including:*

- An understanding of how procurement must better assimilate into the dynamic role as a driver of packaging change
- New expectations for the procurement function by packaging organizations, including taking a more strategic focus instead of a tactical-based approach
- Procurement's position in the innovation process and the identification of new technologies that spur development, speed to market, and company growth
- The globalization of information and the need for procurement to deliver a competitive advantage by understanding international markets, suppliers, and trends
- A Complete Guide for procurement professionals from back-office management to a new strategic role providing procurement a seat at the table in package development
- A detailed breakdown of the procurement process and an assessment of the areas that need enhancement to meet global challenges for the astute and enterprising packaging organization
- The need for open collaboration and teamwork within a packaging group as a linchpin for business success
- A penetrating look at cost management and packaging pricing—determining where procurement can perform best practices to reduce costs and maintain margins

### *Plus...*

- **A Detailed Checklist of 12 key functional areas offering an effective road map on how procurement professionals can better meet the changing needs of a 21st century packaging organization**

### *Highlights of this One-of-a-kind Guide, featuring:*

- 34 charts and visuals showcasing survey results of packaging practitioners on the procurement function
- 20 illuminating tables detailing change drivers, considerations, and observations on the need to reinvent procurement
- A step-by-step, self-assessment checklist that packaging organizations can follow to improve & allow procurement to be a prominent player in strategic planning
- A detailed look at procurement's new focus and why it is being redefined
- A compelling case why the future of procurement is tied directly to business and in turn, the competitive success for any packaging organization

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# Strategic Packaging Procurement: A Road Map to Improved Business Results

This landmark study offers one of the first full-scale assessments of the package procurement function and its now-integral position in the strategic growth of a packaging operation. The data and insights presented are based on a survey given to major packaging industry thought leaders and was administered by a 30+ year, senior procurement veteran.

## This Groundbreaking Study Outlines Key Opportunities to Leverage Package Procurement:

- Role and Accountability
- Internal Relationships
- External Relationships
- Functional Organization and Staffing
- Policy, Procedure, and Practice
- Information Management and Automation
- Monitoring of Marketplace, Industry, and Supply Base
- Supplier Management
- Reporting Capabilities
- Cost Management
- Product and Package Design Input
- Engagement with the Global Marketplace

## Drivers of Change Analyzed In This Report Include:

- Package Dynamics
- Product Differentiation Through Innovation
- Product and Package Life Cycles
- Speed to Market
- Globalization
- Sustainability
- Competitive Advantage
- Cost / Benefit
- Open Innovations

## Study Sample Pages

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## Who Will Benefit From This Report:

- **Top strategic executives with brand owner and packaging companies** can gain market advantage by connecting procurement strategy with multi-year brand, product, and technology strategies
- **Package procurement professionals from brand owner and converter companies** who want to understand how market and corporate changes will affect their roles and their importance to the organization
- **Cross-functional packaging professionals in such areas as business development, sales and marketing, production, R&D, innovation, design, and engineering** who need to learn about the critical function that procurement can play in business growth and expansion
- **Consulting and financial firms** who need to understand the changing role of procurement professionals as they develop strategic plans for packaging organizations
- **Material, equipment, and services suppliers** who need to gain insight into this procurement shift and how this change might affect the sourcing of goods and services from their companies

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## About the Author



**Fred Ashenbrenner**

holds a master's degree in business administration and also, a lifetime certification as a Certified Purchasing Manager with the Institute for Supply Management. He retired after 33 years in logistics with primary roles in procurement focused in the areas of packaging, global sourcing, and new products & technology. He is currently a senior associate with Packaging & Technology Integrated Solutions, LLC (PTIS).

PTIS is a leading management consultancy in the packaging industry. Since 2001, PTIS has led programs for over 150 leading organizations across the value chain including material suppliers, packaging converters, trade associations, contract packagers, brand owners, retailers, NGOs, and government organizations. The PTIS Expert Team has significant experience working across sectors, both with suppliers and end users enabling PTIS to deliver focused strategic and technical solutions across packaging and technology. Additional expertise and reach is available from carefully selected Alliance Partners from across the packaging value chain and throughout industry categories; and as a result, brings a fresh approach and new insights to PTIS clients.



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