

ENGINEERING SUCCESS FOR BRAND OWNERS & RETAILERS





A CHANGING, CHALLENGING MARKETPLACE

Today brand owners face new obstacles and growing challenges.

As competition on the store shelf increases and rising costs pressure margins, brand owners must find new ways to attract consumers while working to drive out costs. At the same time, growing concerns around sustainability and increasing retailer pressures are causing brand owners to re-think past practices and to explore new approaches.

MWV Packaging Resources

MWV's Engineered Packaging Group was created to help brand owners and retailers meet these challenges head-on. By working with customers to understand their packaging environment and by developing innovative solutions that meet the needs of all supply chain partners, we can offer practical alternatives to graphic corrugated packaging that build brand value, drive out costs, and improve sustainability.

Depending on the nature of the challenge, MWV's Engineered Packaging Group can develop packaging solutions that:

- improve package functionality and increase consumer convenience;
- improve shelf presence;
- increase filling line performance;
- improve pallet and distribution efficiency for greater sustainability;
- and lower total system costs.

Solutions That Enhance Your Success

Compared to traditional graphic corrugated packaging, Engineered Packaging solutions improve package appearance, sustainability, and total cost without sacrificing product protection.

Depending on the application, solutions may be as straightforward as swapping corrugated for a high-strength folding carton substrate that runs on existing machinery, to others which may demand design innovation and either modification of existing machinery or development of an entirely new packaging system.

One such innovation is FlexiTECH™, a proprietary MWV package design and converting system

developed for the packaging of non-rigid products. This solution features an internal support construction, or I-Beam, that strengthens the carton and eliminates the need for tertiary packaging. The result is an extremely fast and efficient pouch packaging system that reduces total weight and material costs.

All Engineered Packaging approaches – from the simple or the complex – begin with us developing a thorough understanding of the packaging environment, package compression requirements, distribution logistics, and downstream supply chain.

STRONG BENEFITS – WITH MEASURABLE RESULTS

The benefits of MWV's Engineered Packaging solutions can be measured in three ways:

Cost Savings

- Reduction in Total Cost of Ownership (TCO)

Sustainability Improvements

- Package weight reduction
- Improved pallet and freight efficiency; increased cube utilization
- Reduction in energy consumption and sources
- Carbon dioxide emissions reductions
- Use of renewable energy sources

Brand Enhancement and Shelf Appeal Improvements

- On-line and in-person consumer concept testing to gauge consumer preference or purchase intent
- In-store testing for commercial impact
- Labor efficiency at retail locations

Our Approach

MWV expert teams work with the brand owner to identify opportunities for corrugated replacement and drive execution. These Solution Teams, as they are called, leverage MWV's full capabilities in materials, package design, and packaging machinery to develop high-impact solutions.

Working closely with the brand owner, the Solution Team first defines the scope of the work at hand and ensures alignment with customer expectations.

During the Diagnostic Phase, the team examines the brand owner's total packaging portfolio in search of opportunities for corrugated replacement. Understanding technical, compression, and supply chain performance requirements is a critical element of this stage. Next, the Solution Team presents its findings, makes recommendations, and seeks alignment on a path forward. Finally, the team will lead implementation of the most promising opportunities.



PAPERBOARD AND PACKAGING RESOURCES

For more information, please contact your MWV representative, or visit our website at www.mwv.com.

From consumer research and product design to a broad range of high-quality paperboard, machinery and support, MWV offers a range of packaging solutions that help differentiate many of the world's most admired brands.

MWV's roots extend from a legacy of forestry and paper manufacturing. Today, the company operates five world-class paperboard mills in the United States and Brazil, along with over 125 finishing and converting facilities worldwide. When combined with the research, focus and thought leadership found at our Center for Packaging Innovation, MWV is uniquely positioned to provide end-to-end solutions that can drive business results.

MWV has extensive experience and unlimited opportunity to serve the challenging needs of printers, package converters and brand owners worldwide for applications that include:

- Appliances, Electronics & Hardware
- Beverage & Liquid
- Chilled, Frozen & Dry Food
- Cosmetics & Personal Care
- Food Service
- Home & Garden
- Media & Entertainment
- Office Products
- Pharmaceutical & Healthcare
- Printing & Publishing
- Tobacco