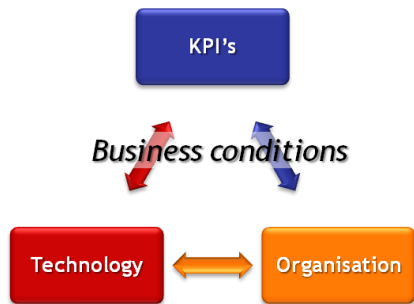


### Tap on the real savings potential: a complex challenge

Efficient packaging does not stem from a creative process or smart design. Strategic direction and understanding full business impact are just as essential to successful and sustainable solutions.

Secondary packaging is often difficult to manage. Direct and indirect impact on various activities in the business chain is not only significant, but also diverse in nature and is therefore not always well understood.

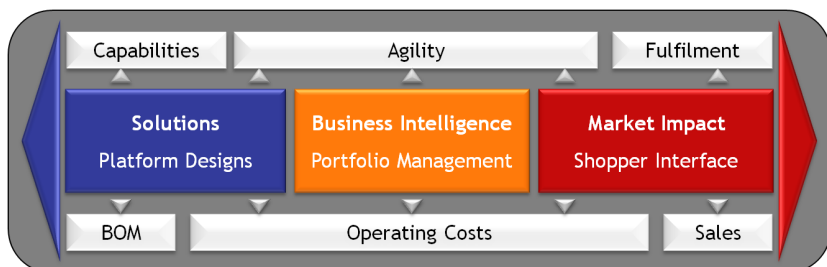
Companies are more cost conscious than ever. Short term savings are attractive but can backfire when not considered in a wider context. Performance levels and sales impact are just as relevant to safeguard market shares and drive profitable growth. Technical and organisational barriers often frustrate an adequate response to complex and versatile supply chains with differentiated needs. Breakthrough benefits can only be achieved by working on the complete value chain, both within the company and with business partners. The real savings potential is in rethinking business impact and set the conditions that allow for sustainable strategies that meet today's KPI's: fast, on target, adaptable and responsive. Impaqtum applies this approach to create outstanding value for its clients.



Fulfilling solutions are not just creative, but require a clear view and a sound process.

### Business Impact

CPG industries increasingly centre marketing efforts around the final moment of truth: the purchase. This calls for an integration of marketing and trade strategy, generally known as shopper marketing. As for packaging, fulfilling shopper needs and retailer requirements is commercially critical but difficult to balance with operational objectives. This is where engaging Impaqtum makes a difference.



### Adapt to changing times

Productivity and efficiency are generally associated with standardisation and scale. But consumers, channels and markets are far from standard. Instead they are diverse, dynamic and unpredictable. Packaging, and especially secondary packaging are subject to constant change and a high level of customisation.

Smart platform solutions and supporting business tools harness companies for an adequate response. Proactive strategies match short term portfolio solutions with long term investments and support agility as a sustainable competitive advantage.

### About Impaqtum

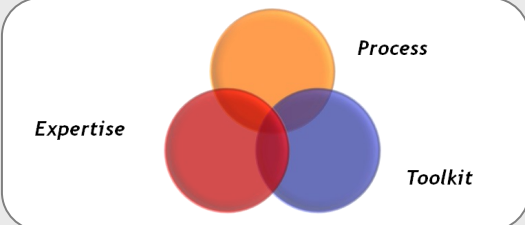
Impaqtum was launched in the course of 2007 as an independent consulting company that serves European clients out of Amsterdam and Warsaw.

Learn more? Please contact [Michiel Bouvy](#) or [Andrzej Miziolek](#) directly. We will be happy to be of service. You can also find us at [www.impaqtum.com](http://www.impaqtum.com).

*“Good packaging is always cost effective. Cheap packaging has usually an expensive price tag, carefully hidden from sight”*

### An innovative approach

Impaqtum's core competence is an advanced improvement process supported by outstanding expertise and a specialised suite of tools. The strong focus on corrugated packaging in the retail grocery supply chain serves to fulfill market needs and business requirements as much as save overall costs. This is particularly valuable to manufacturers facing demanding customers, complex supply chains and a dynamic portfolio.



### Enhance performance - save costs

Typical involvement includes issues like:

#### Cost out / cost savings

- Savings on BOM / corrugated spend
- Improve internal (packing) processes
- Boost supply chain and logistic efficiency

#### Portfolio Management & Optimisation

- Drive coherence and consistency
- Flexibility, differentiation and customisation
- Transparency and control, time to market

#### Automation/Mechanisation

- Platform solutions for future generations
- Packaging machinery, investments plans
- Guide Implementation

#### Corrugated tender processes

- Assemble RFQ's; define relevant criteria
- Assess harmonisation / savings potential
- Bid evaluation, transition / implementation

#### Retail ready & shelf ready packaging (RRP / SRP)

- Commercial impact / shopper consistency
- Pro-active trade strategy / trade relations
- Specific retailer or channel requirements

