

Packaging Management for Consumer Packaged Goods/ Food and Beverage Industry

Solution brief



packaging

Siemens PLM Software

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Packaging management industry solution brief





How can consumer packaged goods (CPG) and food and beverage (F&B) manufacturers:

Increase the throughput of their package development process despite ever more challenging cost, manufacturability and environmental requirements?

More quickly develop package designs that appeal to consumers on the shelf and delight consumers in the home?

Ensure that their package label copy is accurate every time and projects a consistent brand image across sizes, channels and geographies?



How can Siemens help?

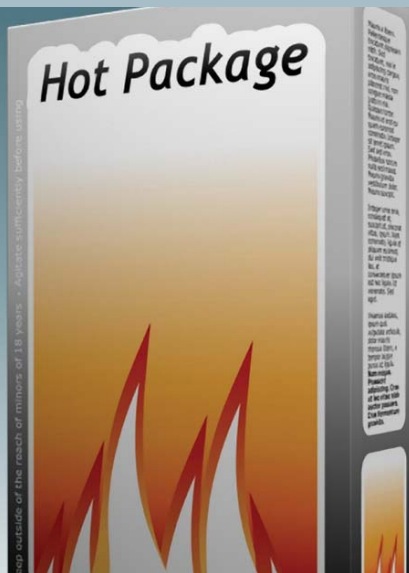
Packaging is a true nexus of CPG/F&B pressure. Whereas the product in the bottle has to perform well for the consumer. The package has to perform well and look good while doing so. It also has to tell an accurate tale about the brand and about the actual makeup of the product. It has to resist crush, scuff, torque, heat, cold, oxygen, sunlight and all manner of abuse.

And now we can add environmental – or ‘green’ – concerns to the list. In addition to everything else, packages now have to use less total material and more materials that contain increased post-consumer recycle, while providing for higher biodegradability and/or recyclability.

What help is there for CPG/F&B manufacturers who want to maintain packaging as a competitive advantage for their brands while effectively balancing all the modern packaging pressures?

PLM (product lifecycle management).

PLM technology exists to provide a platform for innovation. A platform that balances the various requirements faced by brands today. And packaging is certainly a focal point for innovation that can take advantage of PLM’s broad capabilities.



It starts with design

Packaging is designed in three dimensions. During the design process all the factors outlined earlier must somehow be brought into balance in the form of a final package that can be passed on through the product development process for incorporation into a new product.



Siemens' NX® software is an ideal tool for the challenges faced by package designers in the CPG and F&B industry. With the power of NX, a designer will be able to continuously visualize all aspects of the design in real time and even collaborate securely and globally on the new package with others inside and outside the company. An NX designer has the

ability to use knowledge-based algorithms to automate important steps in the design process, resulting in proven savings of weeks for the completion of an entire family of new packages.



But doesn't end with design

A great package design needs to become a great product as quickly as possible. It does not grow the brand to simply race through the design process, only to be confronted with unexpected manufacturing, branding or regulatory challenges.

This is where Siemens' Teamcenter® PLM platform works hand-in-hand with NX to deliver a complete process for reducing time to the shelf and time to full market volume for new products that contain new or modified packages. Teamcenter's OOTB integration with NX and its built-in ability to manage data about all aspects of the package – from ingredient lists and artwork to suppliers and costs, from stability data to crush testing, from consumer insight to consumer experience, Teamcenter enables



CPG/F&B manufacturers to quickly and efficiently model all that matters in their own packaging processes without the burden of IT customization.

Our customers have reduced their time-to-market for new products by up to 60 percent while reducing packaging costs by 30 percent and experiencing 50 percent or better productivity improvements, by implementing Teamcenter as the platform for their package development process.

The bottom line

The greater powers of Teamcenter and NX combine effectively to give your business a superior approach to packaging management that delivers top line growth while controlling all of your underlying packaging requirements.

How do I get started?

Contact your Siemens PLM Software representative today to learn how to get started with the packaging management solution for your organization!

www.siemens.com/plm/consumerproducts



About Siemens PLM Software

Siemens PLM Software, a division of Siemens Automation and Drives (A&D), is a leading global provider of product lifecycle management (PLM) software and services with 4.6 million licensed seats and 51,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software's open enterprise solutions enable a world where organizations and their partners collaborate through Global Innovation Networks to deliver world-class products and services. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm.

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