

ALEXIR CREATIVE

take an engineering approach to packaging



By **value-engineering** packaging for our customer we can:

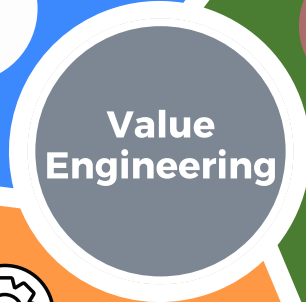
1. Reduce costs and raw materials



2. Improve shelf presence



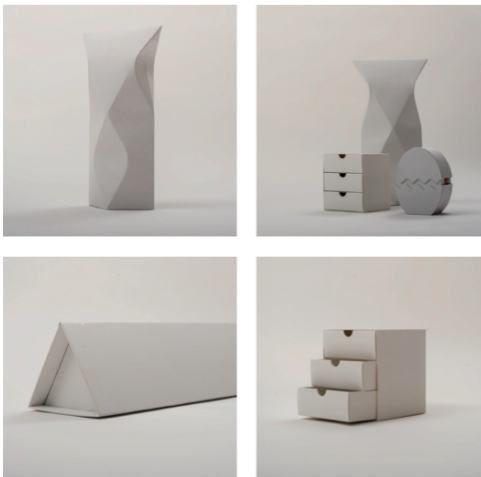
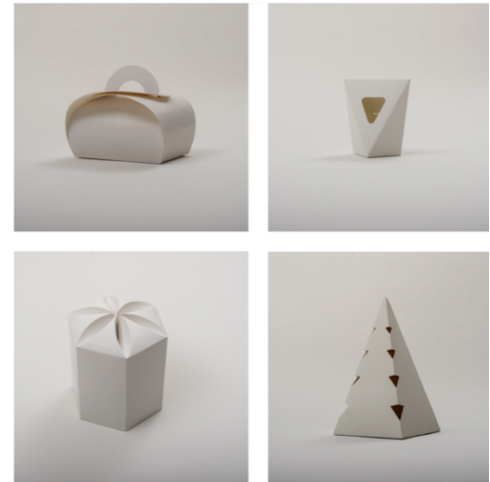
3. Optimise the supply chain



1. Reducing cost and raw materials

Structural Design Modifications

- Packaging can be modified to reduce cost without losing perceived value.
- You can improve profile design.
- You can create the right-size profiles to reduce airspace and raw materials.

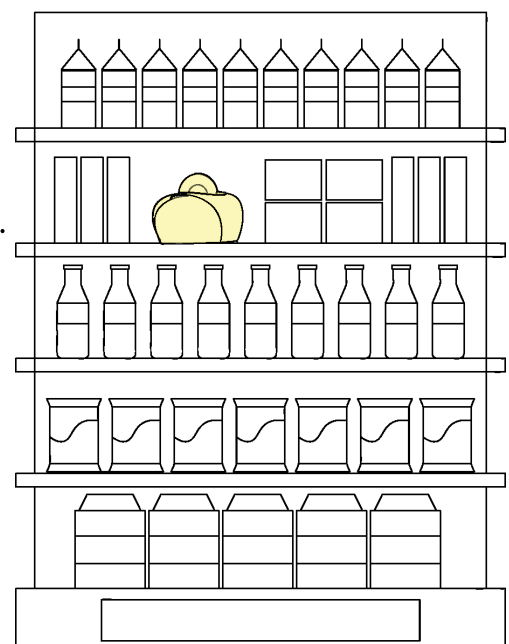


Packaging process changes

- Modify cutter profile to improve sheet yield.
- Adjust sheet size to improve sheet yield.

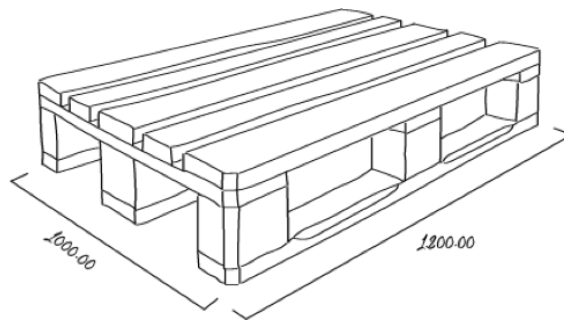
2. Improve shelf presence

- Change format and product orientation to identify savings without affecting shelf presence.
- Increase SKUs on a shelf.
- Product disruption by improving structure and artwork.
- Remove non-recyclable and plastic fittings and replace with recyclable cardboard fittings.



3. Optimise the supply chain

- Optimise cartons per transit carton.
- Improve pallet quantity.
- Reduce transportation and storage costs.



Value Engineering touchpoints within the Alexir Partnership



1. Design

- Modify structure
- Improve shelf presence
- Reduce airspace
- Reduce raw material
- Increase sheet yield
- Reduce unit cost



2. Production

- Cost savings in machine sets
- Machine running speeds
- Reduce sheet feeds



3. Purchasing

- Optimise container fill
- Reduce delivery costs
- Reduce storage costs



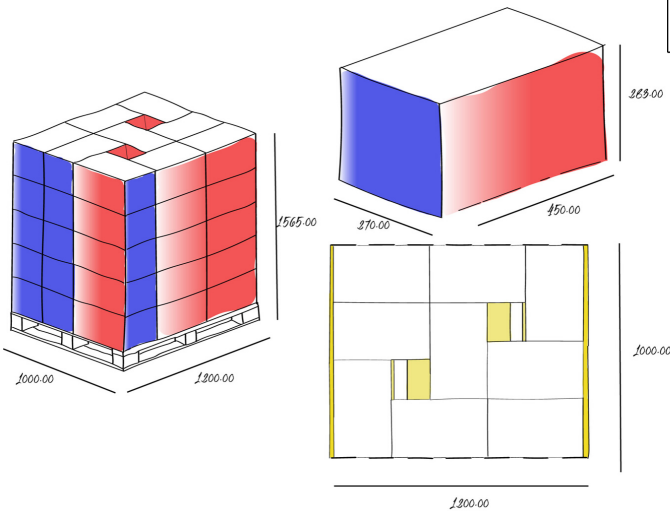
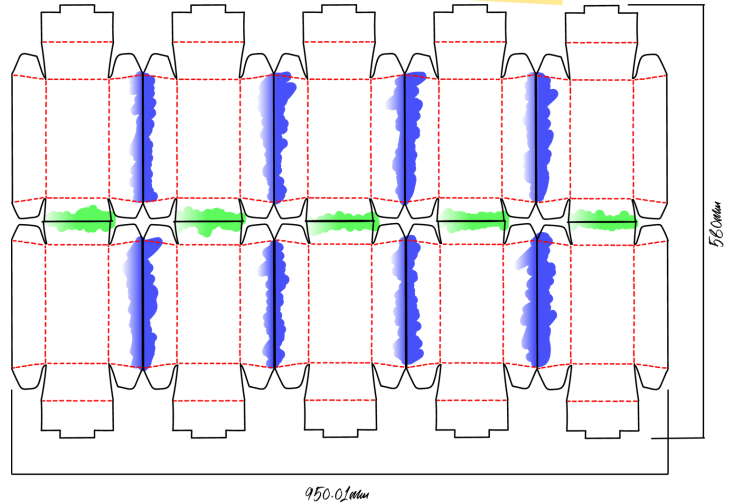
4. Packing

- Increase units per outer
- Optimise palletisation

Fresh Produce Punnets for Retailers Case Study

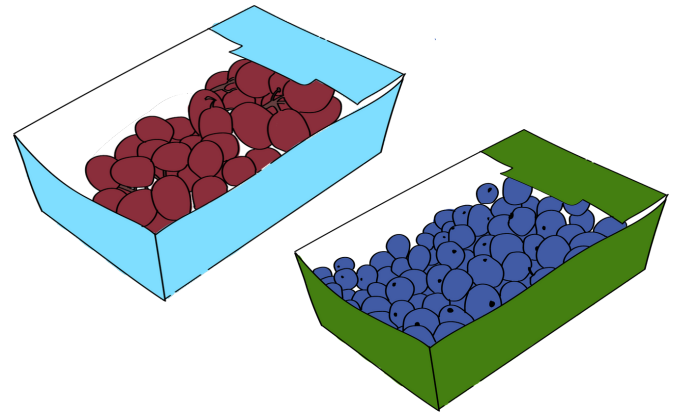
Step 1:

Structure redesigned to improve sheet yield, no change to integrity of pack or consumer perception.



Step 2:

Optimise outer carton size to suit palletising, transport and storage requirements.



Step 3:

Optimise quantity of punnets per outer carton, providing savings on transportation and storage.

Step 4:

Savings can be calculated based on:

- Reduction of raw material
- Outer carton rationalisation
- Transportation costs
- Storage costs