

The fast track to better packaging

Independent experts analyze your packaging and point the way to quick wins

Members of Fost Plus and VAL-I-PAC can retain the services of an expert from the Packaging Centre at XIOS Hogeschool Limburg or the Belgian Packaging Institute (BPI) for a free packaging diagnosis. This diagnosis was specifically developed to assist companies in optimizing their current packaging. But what does this diagnosis involve? Exactly what is analyzed? What results can you expect? And why might this be beneficial for your company? In this Preventpack dossier, you will find answers to all of these questions and you will hear from two companies that are already reaping the benefits of our packaging diagnosis.

prevent pack

An outside perspective does wonders

With their free packaging diagnosis, Fost Plus and VAL-I-PAC are meeting a clear need on the part of their members. "We see on a daily basis that a great deal of packaging used today was developed anywhere between five to ten years ago", says Gaëlle Janssens, Prevention & R&D Manager at Fost Plus. "This is not necessarily a problem, but products and needs evolve over time, and developments in the world of packaging are extremely fast-paced".

"Packaging optimization offers both large and small companies a host of opportunities to simultaneously cut costs and increase

their sustainability", confirms Karel Gemmeke, Business Development Director at VAL-I-PAC. "Plus it also involves structural savings. Think it through well and you will reap the rewards year after year".

"An outside perspective can do wonders", notes Gaëlle Janssens. "Our experts are able to maintain the proper distance and take an unbiased look at packaging. They dare to question things that companies - and their packaging suppliers - have often taken for granted for years. They also provide concrete advice that companies can use when dealing with their packaging supplier".

Concrete, practical and thorough

"It is not our intention to saddle companies with major investments or revolutionary new technologies", observes Gaëlle Janssens. "Our packaging diagnoses are aimed primarily at producing concrete and practical measures that companies can implement fairly quickly. At the same time we provide a long-term perspective and make suggestions for their future packaging".

The experts who conduct the packaging diagnosis always look at the big picture. "Packaging optimization is all too often reduced to 'as little packaging as possible', but that does not always make sense", says Gaëlle Janssens. "There are simply too many different

factors at play: preserving the product, protecting it during transport, preventing wastage, etc".

"It does not end with the product-packaging combination either", adds Karel Gemmeke. "A great deal of attention is devoted to the secondary and tertiary packaging and the way it supports product storage, transportation on pallets or the unpacking at the point of sale. The experts also examine the impact of the proposed improvements on the production processes. That way we ensure that the recommendations can actually be put into practice".

good to remember

All members of Fost Plus and VAL-I-PAC are entitled to a free packaging diagnosis conducted by an expert from XIOS Hogeschool Limburg or the Belgian Packaging Institute.

The diagnosis aims at quick wins: **concrete and practical recommendations** that can be implemented right away on a company's existing packaging.

Companies only need to devote **half a day** of their time to the diagnosis.

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Impartial advice from experts

The packaging diagnoses are conducted by experts affiliated with the Packaging Centre at XIOS Hogeschool Limburg or the Belgian Packaging Institute. They have extensive knowledge of all facets of packaging and have state-of-the-art assessment tools at their disposal.

"These diagnoses also help companies ask the right questions to their packaging suppliers", says Gaëlle Janssens. "It is a good idea to confer with suppliers on a regular basis to determine the most beneficial solutions to a packaging problem. Armed with the results of our packaging diagnosis, companies have additional leverage when entering into these discussions".

"All recommendations are completely free of obligation", Karel Gemmeke goes on to emphasize. "Companies are free to decide whether to implement the advice or not. And it goes without saying that we treat all information shared with us during this process as strictly confidential".



Packaging diagnosis - what can you expect?

1 - Half a day at your location

An expert will spend half a day at your location. The visit typically involves a tour of your warehouse or production environment and a detailed discussion concerning your packaging and products. This discussion gives you an opportunity to provide the necessary background on your company, your customers and the sector in which you do business. Specific information on the production, transport, storage and consumption of your products is also considered. Finally, the scope of the packaging diagnosis is defined by mutual agreement so that you know exactly what to expect.

2 - A thorough analysis of your packaging

The experts set to work using the information they have gathered from you. They make a complete assessment of your packaging, analyze potential areas for improvement and devise a number of optimization scenarios. In the process, they account for all of the functions that your packaging needs to provide. The potential impact of any adjustments made to production, transport or storage is also clearly identified.

3 - A report you can immediately put to use

The experts compile their findings into a report that typically consists of approximately ten pages. It contains an overview of the areas for improvement that have been identified, specific ways to improve, the results to be expected and the potential impact. You will find measures that you can readily apply to your current packaging without incurring major investments as well as more far-reaching recommendations for your future packaging.

Request your **free packaging diagnosis** via:

Fost Plus: prevention@fostplus.be | **VAL-I-PAC:** prevention@valipac.be