

# Packaging Development



## PACKAGING VALUE CHAIN ANALYSIS



### Content of the Offering:

**Challenges:** Understanding key aspects of the packaging value chain and how they impact each other.

**Approach:** Finding and explaining key relationships within your value chain.

**Outcome:** A more cost effective and efficient packaging value chain.

### Challenge for the industry today

The value chain is built on a number of steps that all interact with each other, more or less. Even minor changes in one step can cause large, sometimes unexpected, changes in other steps.

Failing to see and understand these relationships can potentially result in bad decision making and an inefficient and not sustainable packaging supply chain set up.

### Service and Approach

AFRY has a long experience from working with the packaging value chain. Based on your needs, whether it is a large value chain review or an in depth spot analysis, AFRY can set up the team you need, with cross functional resources spanning needed areas and technologies.

To our help we have tools like:

- Lectures and workshops
- LCA
- Strategy development
- Material knowledge
- Test labs

### Expected Outcome

Increased understanding of the steps and interaction within the packaging value chain and decision making based on facts, rather than assumptions, with results such as:

- Material selections with optimized performance throughout the value chain.
- A sustainable packaging supply chain.
- More cost effective and efficient packaging value chain.
- Increased competitiveness and profitability.



**Niclas Björkholz**  
Section Manager  
niclas.bjorkholz@afry.com  
+46 105059674  
Malmö