

The PTIS Maven

Innovation • Insight • Technology • Solutions



February 2010

Maven (also mavin) *N.* A trusted expert in a particular field, who seeks to pass knowledge on to others. Maven comes from Yiddish, and means one who understands, based on accumulated knowledge.

The PTIS Maven comes to you from Packaging & Technology Integrated Solutions. As packaging moves to a strategic business function, we give you strategies, tactics and in-depth insights on ways to add value to your brands through packaging.

This PTIS Associate added know-how to this issue:



Ernie Pang worked 12 years for the Kellogg Co., most recently as a Director of Marketing in ready-to-eat cereal innovation. Ernie also spent several years with Slim-Fast Foods along with L&F Products, makers of Lysol Disinfectant products, both primarily in marketing and innovation roles. He has a MBA from York University in Toronto, Canada. Contact him at

Sell packaging innovation to your company

Here are three steps to help you sell packaging innovation inside your organization. They come from PTIS Associate Ernie Pang who lays them out in his article in February's *Packaging World* magazine.

- Use innovation to differentiate your brand from the sea of look-alikes on store shelves. Highlight the innovation to tell consumers that you have listened to their problems.
- Leverage a cross-functional team to deliver real innovation. Marketing, sales, manufacturing and logistics are key functions that solve problems when they work together.
- Deliver hard benefits that yield positive economics: cost savings or a premium price. Then show the upside of soft benefits such as increased displays or wider distribution.

[Click here](#) for details in the PTIS "Selling Innovation" Checklist
[Click here](#) for Ernie Pang's article in *Packaging World*



Go sustainable, earn payback

How do you get the most from your investment in sustainability? The Oxford Consulting Group, Toronto, studied a number of companies and sees these actions as critical to get a payback:

- Financial reward comes as sustainability reaches across the entire organization
- Be a leader and gain benefits that are multiples of what followers gain.
- Organizations that start at the executive level and build a strong foundation are more apt to implement sustainability throughout the organization

See how your organization stacks up. Go to the Oxford Consulting

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Link packaging & design

... to achieve packaging's critical role as a marketing tool. Learn how in MSU's *Packaging Design Interface Workshop*. Keywords: efficient, brand, creative, fast. Experience the process in a workshop that leads you through the process.

- It is March 10-12
- [Click here](#) for details

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Group website, take the confidential survey and get an assessment. On the survey intro page; click the box "Request OCG sustainability consultant to follow up" if you want insights on potential next steps.

[Click here](#) to take the survey
[Click here](#) for the PTIS Management Strategy on sustainability

PTIS website adds resources

A revamped PTIS website gives you access to more packaging, management and innovation resources. It highlights news and the PTIS Intellectual Capital Center, giving you more resources on packaging innovation and brand management.

- You can download *PTIS Management Checklists* that cover packaging, management and sustainability topics. See available titles under the Intellectual Capital Center

[Click here](#) to go to the PTIS web site

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