

The PTIS Maven

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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 Principal added know-how to this issue:



Brian Wagner is a PTIS Principal whose 20-plus years of real-world experience helps bring straightforward answers to complex consulting issues. He is an MSU School of Packaging grad and is a member of the school's Hall of Fame.

Go for the best packaging talent

Getting the best talent on a packaging project often means looking for skills beyond those of your own staff. Look at insourcing, outsourcing, and offshoring as options. Here are three tips to choose the right option:

- **Insourcing:** If a vendor gives you the specific skills you need, then give the vendor a desk in your facility.
- **Outsourcing:** Make sure the vendor actually has all the talents you need. Your strategic needs may go unanswered if there is extensive subcontracting.
- **Offshoring:** Move tactical work offshore, gain by strengthening your internal strategic capacities.

[Click here](#) for details in the PTIS Talent Strategy Sheet
[Click here](#) for Brian Wagner's article Internal vs. External Resources



Package shape raises impact on the shelf

When it comes to a package's ability to sell itself from the store shelf, a package's shape and structural design may be just as important as graphics and color. That's a trend emerging in *Shelf Impact!* magazine's Package Design Workshops. Here are more trends that reinforce packaging's marketing role.

- Using shape isn't limited to big marketers. Smaller firms are "getting it," and rapid prototyping tools are bringing structural innovation into their reach.
- High-end private brands are using design, both shape and color, to compete with national brands on value, not just price.
- Contract packagers are adding design talent to make design part of turnkey services.

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In 2010 trends . . .

. . . investments in sustainability will be more than incremental, says PTIS Principal Mike Richmond. He's on an expert panel in Packaging Digest's January issue. They focus on what's likely to happen in 2010.

- For the article, [click here](#)
- To learn about PTIS' Futures of Packaging program, [click here](#)

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[Click here](#) for the PTIS Strategy Sheet on Design Trends
[Click here](#) for information on the *Shelf Impact!* Design Workshops

More biopolymer, RPET emphasis in 2010

Energy costs, and the emphasis on sustainability, will push packaging materials along new paths next year. That's a trend we're seeing in the early work on the PTIS *Future of Packaging 2010-2020* program. Here are three areas to look for changes next year.

- Packagers will learn more about bio-based materials. They will get more insights on PLA properties and where they serve needs. PHA becomes an emerging option.
- Rapid expansion of recycled PET in food packaging. Microwaveable trays and drink containers are already in the process of using RPET.
- Emergence of new tools to simplify and speed sustainable metrics and lifecycle analysis.

[Click here](#) for information on the *Future of Packaging* program

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