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PACKAGING SYSTEMS OPTIMIZATION

PSO™ helps companies reduce total packaging systems costs, streamline packaging operations, and improve the sustainability of packaging and packaging systems

Savings Identified by
PSO™
\$180,000,000

**Calculate your Savings
Today!!**

Test out our PSO Calculator to identify the measurable benefits that our Packaging Systems Optimization program can bring to your packaging operations.
Calculate Now!!



Profitability

Looking to increase productivity, improve efficiency and reduce waste in your packaging...

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Sustainability

How will major retailers, like Wal-Mart, know you're operating in a more sustainable...

[more](#)



Optimization

Optimizing your packaging operation is essential to achieving greater profitability...

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About Packaging Systems Optimization (PSO™)

Here's How PSO Works.

You'll have a team of Georgia-Pacific package engineering and design experts to walk you through the PSO assessment process.

A 5 Step Process to Innovation & Sustainability

Step 1: Planning

We'll work with you to plan the assessment, including identifying appropriate timing, team involvement at your own site, and scope of our work.

Step 2: On-Site Packaging Systems Assessment

We'll visit your facility for just one day to uncover packaging redesign opportunities that drive costs and waste out of the supply chain. You'll get an examination of package design, shelf impact, SKU consolidation, packaging materials and packaging alternatives.

Then, we go beyond the box to look for system-wide opportunities to improve productivity, warehousing, material handling and transportation – significant cost and sustainability drivers.

Step 3: Collaborative Ideation

Back at Georgia-Pacific, your PSO team develops a detailed plan with recommendations for profitability, packaging performance and sustainability enhancements. Your plan may involve developing new box design concepts; building, evaluating and refining packaging prototypes; and recommendations for improved equipment automation and processes.

We'll examine the impact of our recommendations across your packaging supply chain.

Step 4: Customer Presentation

In just three weeks, the PSO team will come back to you with recommendations and a PSO™ Report, identifying concrete savings and sustainability measures.

Step 5: Implementation and Tracking

In Step 5, we'll work closely with you on implementation planning, making equipment recommendations, where necessary, as well as helping you track results.

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About Packaging Systems Optimization (PSO™)

PSO Business Benefits...

Our philosophy is simple: operating in a sustainable manner is good for business. **We've already identified over \$40 million in annual cost savings for our customers!**

That translates into total annual reductions of:

- ✔ 25,000 tons of fiber
- ✔ 837,000MM BTU of energy
- ✔ 80,000 tons of greenhouse gas emissions

Plus, PSO recommendations have increased line efficiency and delivered better protection for package contents. **The result... significant bottom line benefits, including damage-related waste reduction and decreased energy consumption and emissions.**



✦ [Click Here to See PSO™ in Action](#)

Learn how PSO helped a major apparel retailer reduce damaged merchandise and increase supply chain efficiency.



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About Packaging Systems Optimization (PSO™)

Georgia-Pacific Innovation Institute®...

The PSO program draws on the extensive in-house expertise and resources of Georgia-Pacific's Innovation Institute, a creative, collaborative package design and innovation lab that simulates retail, warehousing and transportation environments.

At the Innovation Institute, Georgia-Pacific's engineering and design experts work together to identify and reduce supply chain costs, optimize package designs, increase shelf velocity and measure sustainability factors.

Unique to the industry, the Innovation Institute provides the opportunity to experience sustainable innovation and novel package design solutions in action. It also helps ensure that package design concepts work in the real-world, so that package redesigns translate into concrete business and sustainability improvements.


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Sustainable Packaging Systems

Our Philosophy

Our philosophy is simple - operating in a sustainable manner is good for the environment and good for the business. We'll help you identify hidden sources of inefficiency and waste across your packaging supply chain, which can increase your ranking on Wal-Mart's Sustainability Scorecard™ and help you operate more profitably.

Your packaging system could have thousands of dollars in untapped savings!

A simple design change could improve line efficiency and better protect package contents. You could see significant system-wide savings from decreased damage-related waste, energy consumption and emissions, as well as reductions in storage space and transportation costs. Plus, you'll be on your way to meeting sustainability goals.

Sustainability You Can Measure

Our [PSO™ Calculator](#) translates cost and resource efficiencies into concrete sustainability measures, such as reduced fiber content (tons), energy (BTU) and greenhouse gas emissions (GHG).



✦ [Click Here to See PSO™ in Action](#)

Learn how PSO made measurable sustainability improvements to a water heater manufacturer's packaging operation.



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Corrugated Box Clip Design Saves Nearly Half a Million Dollars for Leading Water Heater Manufacturer

Packaging Performance Challenge:

A leading water heater manufacturer was looking for a new packaging solution to reduce locator damage. What they got was a packaging solution and more.

Innovative Packaging Solution:

The Georgia-Pacific packaging experts found a solution that minimized locator damage *plus* uncovered system-wide opportunities to reduce labor costs and maximize assembly space.

- ✔ A comprehensive Packaging Systems Optimization (PSO™) assessment identified an opportunity to automate package assembly in a lot less space by redesigning the locator case.
- ✔ An innovative plastic clip design allowed the corrugated boxes to nest, while improving impact resistance and providing more vertical height to secure the contents.

PSO™ Performance Results:

Annual cost savings of \$462,000

- ✔ Improved strength against clamping - cross lamination
- ✔ Saved assembly labor
- ✔ Reduced damage
- ✔ Improved material handling
- ✔ Optimized warehouse space

Sustainability Impact:

- ✔ 529 ton fiber reduction
- ✔ 1,423 ton decrease of greenhouse gas (GHG) emissions
- ✔ 12,492MM BTU usage cut



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Packaging Systems Optimization (PSO™) - Frequently Asked Questions

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1. How can my business benefit from PSO?

❖ If you supply major retailers, then you'll be expected to meet their sustainability requirements. The challenge is achieving sustainability while staying cost competitive. That's where PSO can help. **We'll optimize your packaging supply chain so that you can achieve packaging profitability while meeting retailers' sustainability requirements.**

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2. What makes Georgia-Pacific's PSO program unique?

❖ We're a consumer products company, too! We have a unique understanding of retailer needs. Plus, we have in-depth experience with packaging operations, so we have a better perspective on how to optimize them. No other program offers this powerful combination. **But here's the real advantage... you'll get concrete sustainability metrics in addition to cost savings.**

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3. What is sustainability?

❖ Wal-Mart has announced that sustainability will be a key component of its business model. The company defines sustainability as "a revolution of innovation to ensure that future generations can enjoy the same quality of life that we enjoy today." This cleaner, healthier, more efficient platform combines business, societal and environmental goals to contribute to a common and lasting good.

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4. How does PSO help companies both save money and contribute to sustainability efforts?

❖ There is a direct correlation between reducing total packaging costs and achieving greater sustainability measures. We believe that operating in a sustainable manner is good for business. We've helped numerous companies streamline their packaging supply chain and production processes. We've seen first hand how these improvements can reduce packaging materials to make more efficient use of natural resources. The results are remarkable – significant reductions in total systems costs and sustainable packaging. That's good for society, the environment and your business.

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5. What specific packaging supply chain and production processes does PSO optimize?

❖ We look at more than just the packaging materials. We examine your entire packaging process from the finished package through receiving at your customer's site and beyond. Our PSO engineers drill down on every aspect of package performance to uncover hidden sources of inefficiency and waste, such as storage time, stacking, transportation, pallet overhang, misalignment and crush.

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6. How does PSO measure sustainability?

❖ A PSO review includes a PSO Report that quantifies total supply chain savings. Our PSO Calculator then translates these savings into concrete sustainability measures, including total material reductions (tons of fiber), reductions in energy use (BTU), and reductions in greenhouse gas emissions (GHG).

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7. How can PSO help me create a more sustainable package?

❖ PSO gives you access to Georgia-Pacific's in-house expertise and the resources of our Innovation Institute®. You'll work closely with the PSO team to design packaging that more efficiently addresses your application and achieves greater sustainability measures.

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8. What is a more sustainable package?

❖ A sustainable package makes more efficient use of packaging materials. It's sourced from renewable resources and a high percentage of recyclable material. A sustainable package also reduces energy consumption in processing and packaging. Plus, it streamlines products to market while reducing emissions of greenhouse gases. **Here's another PSO advantage – you'll achieve sustainability without compromising package quality or performance.**

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