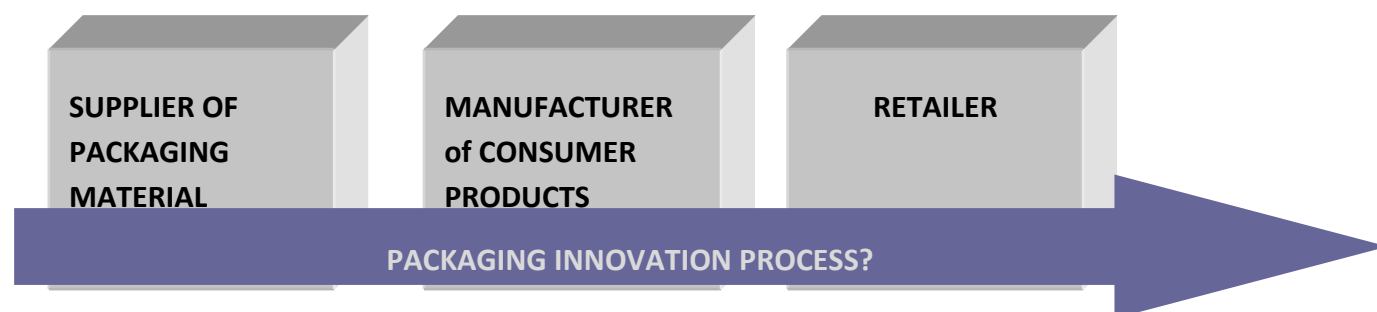


PACKAGING INNOVATION – A SUPPLY CHAIN ISSUE

The PACKINNO project aims to provide Arguments and Guidelines for involved NGIL companies on How to increase packaging innovation in their supply chains and to develop a packaging prototype with innovation potential.

THE RESEARCH

The purpose of the PACKINNO project is to explore and increase knowledge of packaging innovation processes in a supply chain context.



Packaging innovation is a part of the *product development process*, the *supply chain/logistics development process*, as well as a part of the *marketing development process*. However, today there is limited integration between packaging and these processes, particularly taking all actors above in consideration, in spite of the advantages identified through research.

Two main questions are guiding the research aiming to provide arguments and guidelines for involved companies on *How* to increase packaging innovation in their supply chains:

- Why is the potential of integrated packaging and product/supply chain/marketing development not realized?
- Why is the potential of collaborating with other actors in the supply chain – suppliers and customers – for new innovative product/packaging solutions not realized?

RESEARCH METHOD AND AN ARENA FOR OPEN INNOVATION

Multiple case studies of actors within two different supply chains will be performed, covering manufacturers/suppliers of packaging materials, manufacturers of consumer goods and retailers. A project website has also been set-up where we invite interested companies and researchers to participate to present and discuss experience from packaging concepts and systems based on collaborative initiatives that have improved supply chain operations and management.

E-mail Fredrik Nilsson if YOU would like to participate in the discussion fredrik.nilsson@plog.lth.se

IMPORTANT RESULTS

The PACKINNO project is in its start-up phase, launched in September 2008. The on-going activities are:

- a literature review within Innovation/Packaging/Supply chain with the aim to develop a first conceptual article on the concepts, needs and challenges of packaging innovation in a supply chain context suggesting propositions for future research
- an on-going development of an innovative consumer package prototype

INVOLVED COMPANIES & RESEARCHERS

- SCA, Sony-Ericsson, Apoteket, ICA, COOP, Schenker, Tetra Pak
- Division of Packaging Logistics: Fredrik Nilsson (Project Leaders), Malin Olander-Roese and Bengt Järrehult
- Division of Production Economics: Bertil Nilsson