The background is black. Several dandelion seeds are shown in various stages of being blown away, with their white, feathery parachutes catching the light. A large, detailed dandelion seed head is positioned on the right side, partially obscured by the text. A blue arrow graphic points from the left towards the right, passing behind the text.

OPEN THE FUTURE

Sjávarútvegsráðstefnan 2017, Hörpu, 16.-17. nóvember



Towards a smarter supply chain

Jurgita Girzadiene
17th of November, 2017
Reykjavík

At a glance

Smurfit Kappa – global partner for packaging solutions

EUROPEAN MARKET POSITION

NO. **1**

In corrugated packaging, containerboard, solidboard and solidboard packaging

WORLD MARKET POSITION

NO. **2**

For the production of corrugated packaging

Innovation



Geographic reach



People



Sustainability



Expertise



We open opportunities that:

Support Brand Growth

- Direct sales
- Brand equity

Drive Supply Chain Cost Efficiencies

- Packaging costs
- Production costs
- Logistic costs
- Working capital

Reduce Risk

- Quality
- Reputation
- Financial Viability



Optimising the Supply Chain

How packaging can help



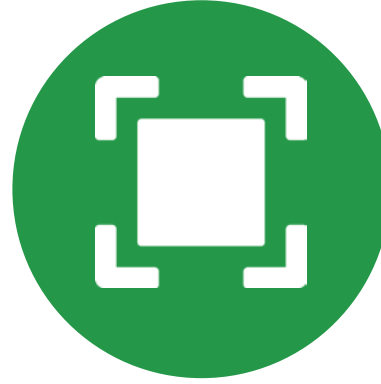
Production

Sub-optimal designs can cause efficiency loss on the production line



Packaging cost

Packaging is often not optimised or fit-for-purpose resulting in inefficiencies and additional costs



Storage and shipping efficiency

Pallet footprint/ height isn't always optimised. Inefficiencies can then occur across shipping and storage



Product waste reduction

Packaging that is not optimised or fit-for-purpose can have a knock-on effect on product damage

Optimising the Supply Chain

How packaging can help



Original logistic unit:
648 products per stack



720 products per stack



972 products per stack



Managing the Reputational Risks

How packaging can help



Forestry

Focus on global forestry challenges → as trees are used, they need to be replaced by new trees



Virgin fibres

Forest, where fibres comes from, is managed according sustainability criteria



Recycled fibres

Traceability to used paper collection points



CoC → Traceability

All the way from the origin of the source to your packaging

Managing the Reputational Risks

How packaging can help



The mark of
responsible forest
management

1. Agreed standards

➔ what is sustainable forest management



2. Audited forest according the standard



3. Ensured product comes from that forest ➔ Chain of Custody (Traceability) audit



4. Identify certified product ➔ on product label



Managing the Reputational Risks

How packaging can help



The mark of
responsible forest
management

- ▶ The proof that your box is certified is FSC claim in the invoice

Quantity ordered	Type of packaging	Quality	Quantity delivered	Price	Amount DKK
12.000	RE. DELIVERY NO. 1813486 PR. 25.03.15 LÅG, PLANO FEFCO 0300 - SPECIEL	B55	12.000		
12.000	LÅG 12X500G.KOMBI SPREAD/LI L: 300 W: 273 H: 126 Print specification: FSC Certificate Number BV-COC-015111, FSC Mix 70%		12.000		

- ▶ Label the box with logo for marketing reasons!



Towards a smarter supply chain

Summarising...


▶ **Optimising the Supply Chain:**

- Supply chains become more complicated and challenging
- Pressure on effectiveness is increasing and proven improvements have to be implemented now

▶ **Managing the Reputational Risks:**

- Know and control your source
- Packaging credentials help to protect your reputation





**OPEN THE
FUTURE**

The image features a black background with several dandelion seeds. Three seeds are shown in flight on the left side, their white, feathery heads glowing with a bright blue light. On the right side, there is a large, detailed dandelion seed head, also with a blue glow. A large, blue-outlined arrow points to the right, partially overlapping the text and the seed head. The text 'OPEN THE FUTURE' is centered in a bold, sans-serif font, with 'OPEN' in blue and 'THE FUTURE' in white.