

The Procter and Gamble Company: Investment in Crest Whitestrips Advanced Seal



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Overview
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• Develop, build for alternative packaging
• Integrate Sealed Air's Speedi-Pack technology
• Reduce
• 40% savings in material cost
• 20% increase in productivity



Discussion Questions
1. How do you think about the Sealed Air's investment in the Crest Whitestrips Advanced Seal?
2. How do you think about the Sealed Air's investment in the Crest Whitestrips Advanced Seal?
3. How do you think about the Sealed Air's investment in the Crest Whitestrips Advanced Seal?
4. How do you think about the Sealed Air's investment in the Crest Whitestrips Advanced Seal?



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Overview

- Davis Neon looking for alternative packaging
- installs Sealed Air's Speedy Packer Insight
 - to make Instapak Continuous Foam Tubes
- Results:
 - 62% savings in material costs
 - 20% increase in productivity



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Process Flow



Discussion Questions

Question 1:
Given the significant value that Sealed Air can provide to a customer, how do they determine what approach should be taken to price a particular packaging solution for a customer?

Question 2:
Develop a list of other types of customers who face special packaging challenges and key resources providing customer proposals for Sealed Air's range.



Sealed Air **Protective** Packaging

It's not what we make,
it's what we make happen for you.

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Overview

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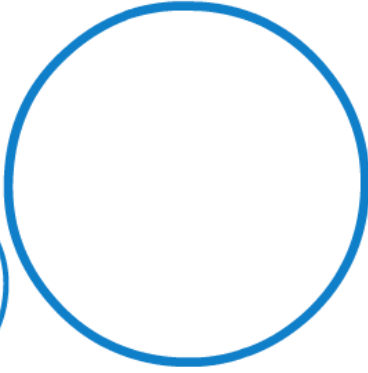
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Possibly Porters

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