

# Magic Timber and Steel: Investment Evaluation with Net Present Value

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



Discussion Questions  
1. How do you think about the Sealed Air's investment in the Speed Pack technology? Is it a good investment? Why?  
2. How do you think about the Sealed Air's investment in the Speed Pack technology? Is it a good investment? Why?  
3. How do you think about the Sealed Air's investment in the Speed Pack technology? Is it a good investment? Why?



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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 you think 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 case.



# 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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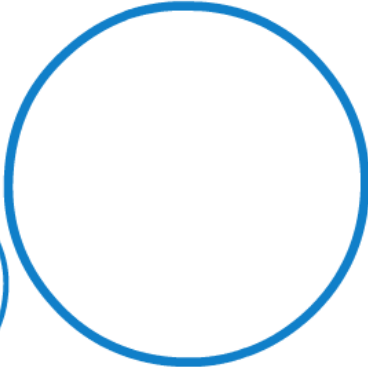
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*Possibly Porters*

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