



Sealed Air Corporation

Thecasesolution.com



Sealed Air

Our Products Protect Your Products®

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Protective Packaging Market

1. Positioning, blocking, and bracing

2. Flexible wraps

3. Void fills



Sealed Air Background

- **Products: Instapak[®] and AirCap bubbles**
- **Barrier-coating**
- **Technical accomplishment**
- **Market leadership**



SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none">- High quality products- Brand recognition- Existing manufacturing operations- Knowledgeable sales force- Loyal distributors	<p>Weakness</p> <ul style="list-style-type: none">- Difficult to differentiate
<p>Opportunity</p> <ul style="list-style-type: none">- Reinforce value proposition- Improvement in sales effort	<p>Threats</p> <ul style="list-style-type: none">- Cannibalization of coated products- Weakening quality image- Proliferation of packaging products- Emerging cheap imitators- Decreasing market share

Strengths

- **High quality products**
- **Brand recognition**
- **Existing manufacturing operations**
- **Knowledgeable sales force**
- **Loyal distributors**