

# Sealed Air Corporation-Leverage Recapitalization

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**Overview**

- Blockbuster strategy for alternative packaging
- vertically integrated Supply Chain
- 100% revenue from Consumer Products
- 100% revenue from Consumer Products
- 20% revenue from Consumer Products

Product Focus



**Discussion Questions**

Question 1: How does the company's vertically integrated supply chain contribute to its competitive advantage?

Question 2: How does the company's focus on consumer products align with its overall business strategy?



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**Overview**

- Davis Neen looking for alternative packaging
- installs Sealed Air's Speedy Packer Insight
- to make Insupack Continuous Foam Tubes

**Results:**

- 42% savings in material costs
- 20% increase in productivity



**Possible Answers**



**Discussion Questions**

**Question 1:**  
Given the significant value that Sealed Air can provide to a customer, how does Neen Inc. what approach should it follow in pricing 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 to target.



# Sealed Air Protective Packaging

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





## Overview

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





*Possibly Porters*







