



# Philips Packaging Solutions

Philips Applied Technologies

**PHILIPS**

# Philips Packaging Solutions

In a world where successful innovation increasingly relies on total chain end-to-end solutions, the strategic value of packaging is becoming ever more important. For all of our Philips and non-Philips customers, packaging is one of the key opportunities to distinguish themselves from the competition. It is now a substantial and integral part of the product experience.

Our goal at Philips Packaging Solutions is to create close harmony between customer requirements and packaged product manufacturability. To be optimally effective, packaging design needs to be considered early in the product creation process. As an integrated part of the end-user experience, packaging should be developed along with the product itself.

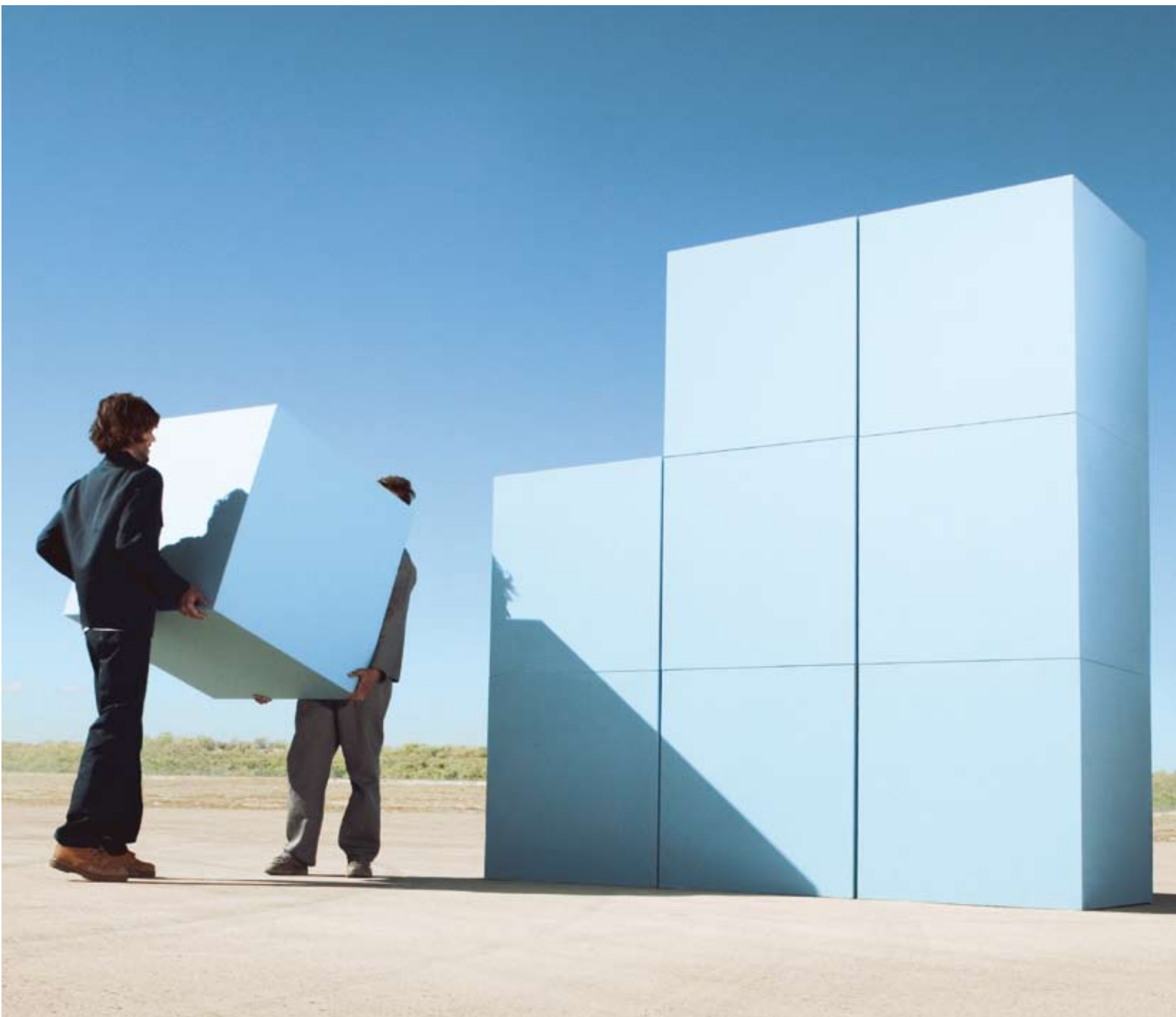
## Competences

Philips Packaging Solutions is an independent partner in the field of integral packaging management, delivering packaging solutions and services that are unbiased towards specific packaging materials or techniques. Our simple promise to our customers is optimized cost-of-ownership.

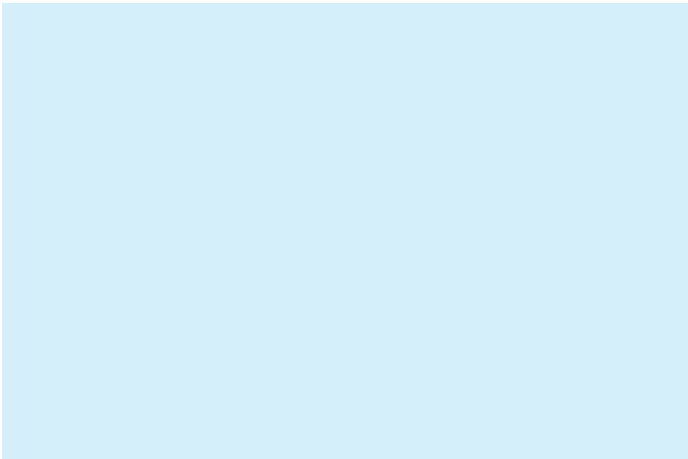
Achieving our objective is not only a question of expertise in fields such as product protection, logistics, storage and marketing. Packaging design must also conform to environmental legislation and national and international standards, guidelines and regulations.

At Philips Packaging Solutions we do not only ensure that your product gets from A to B in one piece. We are experts at putting packaging solutions to work by creating 'out-of-the-box' solutions that optimally fit your products and your brand.

We can oversee your entire packaging management operations – from developing the packaging to organizing and optimizing related supply chain processes and technical product documentation. We can also control your packaging data management by in-sourcing, to guard standardization, uniformity and product quality. The result: More time for you to focus on your core business.



# Market segments



Our customer base encompasses a broad range of market segments in which we provide integral packaging management solutions specific to our customers' needs.

## **Consumer Lifestyle**

The consumer product market is a fast moving environment. Price erosion is typically aggressive, making reductions in packaging related costs and a short time-to-market essential factors in maximizing profit. For global shipping, the size and weight of the packaged product need to be reduced to the minimum in order to maximize transportation efficiency and minimize handling costs. As with all packaging, sustainability and recyclability must be taken into account. Because packaging is the first touch point between the customer and the product, brand image and marketing value are equally critical. We take all these considerations into account when developing packaging solutions.



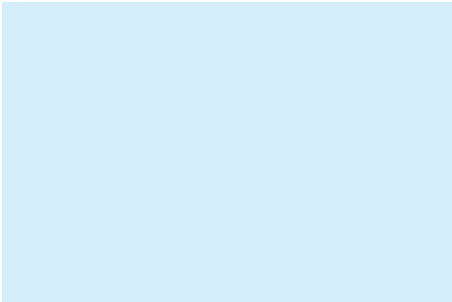
### Healthcare

Philips Packaging Solutions' expertise in healthcare product packaging ranges from large-scale ultra-high value medical equipment, such as scanners and spare parts, to medical disposables where specific expertise in traceability, sterility, safety and environmental protection are required. Our long history of involvement with the healthcare industry means that we know what is required, which national and international standards must be applied and which materials and packaging techniques to use.

### Industrial

The range and variety of industrial products is so diverse that no two packaging solutions are the same. In many cases, novel packaging solutions are required that combine several different materials and techniques. Standardization of packaging concepts is frequently key and can lead to significant cost savings if carried out correctly. In this market segment, packaging is often part of the production process. It is therefore important that the packaging not only encloses and protects your product, but that it also fits or even improves your production process. Our extensive track record is proof that we are a reliable and successful partner in this area.

# What we offer



## **Design & Development**

We can design and develop your packaging through activities such as creative sessions, design-for-X, requirements analysis, supply chain analysis and design rule development.



## **Prototyping & Manufacturing**

Once designs are approved, we can provide accurate first-of-a-kind prototypes and small series production in various materials, facilitating the ramp up from prototype to volume production.



### **Product & Fragility testing**

Our well-equipped test facilities allow us to carry out a wide range of tests on materials, parts, products or product-packaging combinations in accordance with Philips standards and international standards, such as ISO and ISTA.



### **In-sourcing**

If packaging is not a core part of your business, Philips Packaging Solutions is well equipped to in-source all your packaging related issues, including design and development, manufacturing, testing and packaging data management.



### **Consultancy**

Based on our extensive experience, we can provide you with a wide variety of consultancy services. These include sustainability, innovation and idea generation, brand identity, standards, supply chain improvement, supplier selection and damage analysis and prevention.

## Philips Packaging Solutions Profile

Philips Packaging Solutions is a supplier-independent packaging consultant that develops dedicated packaging approaches and concepts. Exploiting the strategic value of packaging, we help our customers to bring marketing, sustainability and supply chain excellence to their businesses. By doing so, we contribute to the success of Philips and many other market-leading companies.

*Contact data*

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