

Client Needs

The client wanted to discuss what options were available to improve environmental impact of flexible packaging for a deli meat sold in two-pound thermoformed containers with a flexible, resealable lidding structure.

Challenges

Provided client with high potential options that included the technology, suppliers, next steps for implementation and an estimate for their sustainability claims.

Results



Solutions Identified to Meet Sustainable Objectives



STEPS TAKEN BY ADEPT

- Reviewed the current packaging, target consumer, and success criteria for stakeholders and processing parameters
- Compiled team of internal packaging professionals based on the unique processing parameters and objectives of the client
- A detailed project brief was authored, specifying objectives of the client and shared with the broader packaging team
- Team members were quickly brought up to speed on the project objectives and provided a copy of project brief prior to the ideation session
- A roundtable ideation session was hosted, sustainable packaging solutions and ideas were brainstormed, and pertinent information was collected

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