

Primary Packing: Port of Entry Business Model

Challenge : Provide primary packing in a port-of-entry location, pulling together base product manufactured around the globe and local packaging components, instructions and inserts



Objectives

Port of Entry primary packing
Applying postponement packing techniques
Supply across Europe – speed to market
Reduce inventory
Reduce obsolescence

100% of European shelf products are packed by Sonoco

Results : We deliver correctly packaged product to market, meeting focused quality standards while still maintaining supply effectiveness and reducing costs.