

Setting the standard

Digitisation and sustainability in your packaging supply chain

Hi! 🙋

My name is Victor Grotowski and I'm
VP of Packhelp Pro at Packhelp

What is my plan for the next 30 minutes?



My plan for today

- 1 Why you should **digitise** your supply chain
- 2 Why you should ensure **sustainability** in your supply chain
- 3 How **we do it** at Packhelp
- 4 Key **lessons** to take away

But first... who are we?

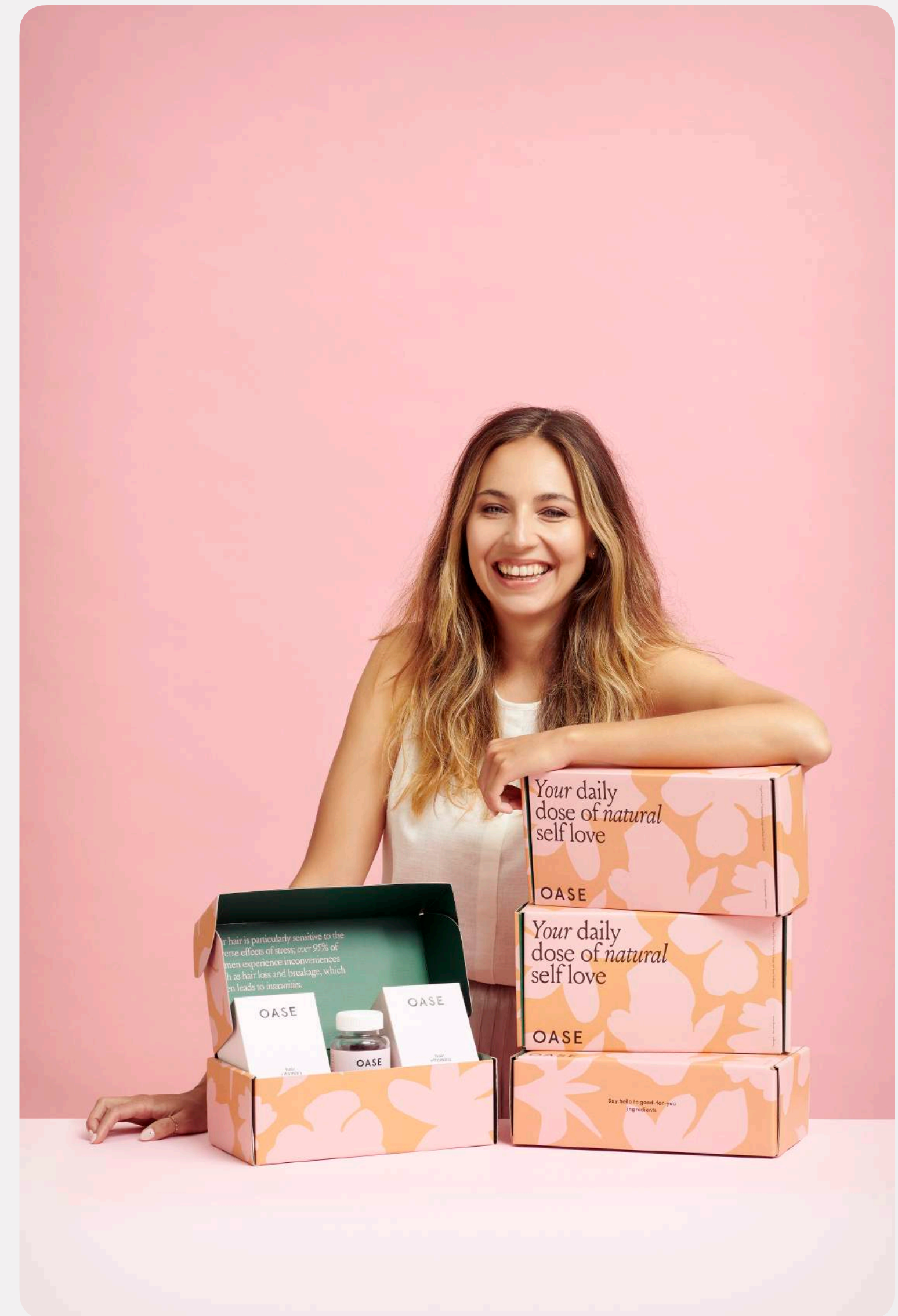


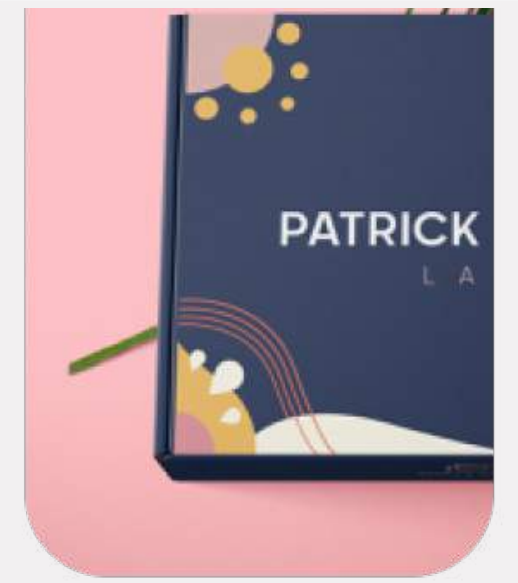


We make packaging easy

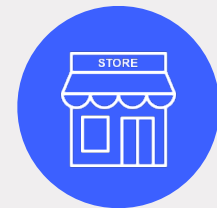
Packhelp is a sustainable packaging platform that connects brands with the best packaging suppliers out there.

How does it work?





How does it work?



Customers

Clients across all sizes, verticals and countries with a strong focus on D2C brands



Packhelp

Technology that makes the transaction simple, smooth and cost-effective



Suppliers

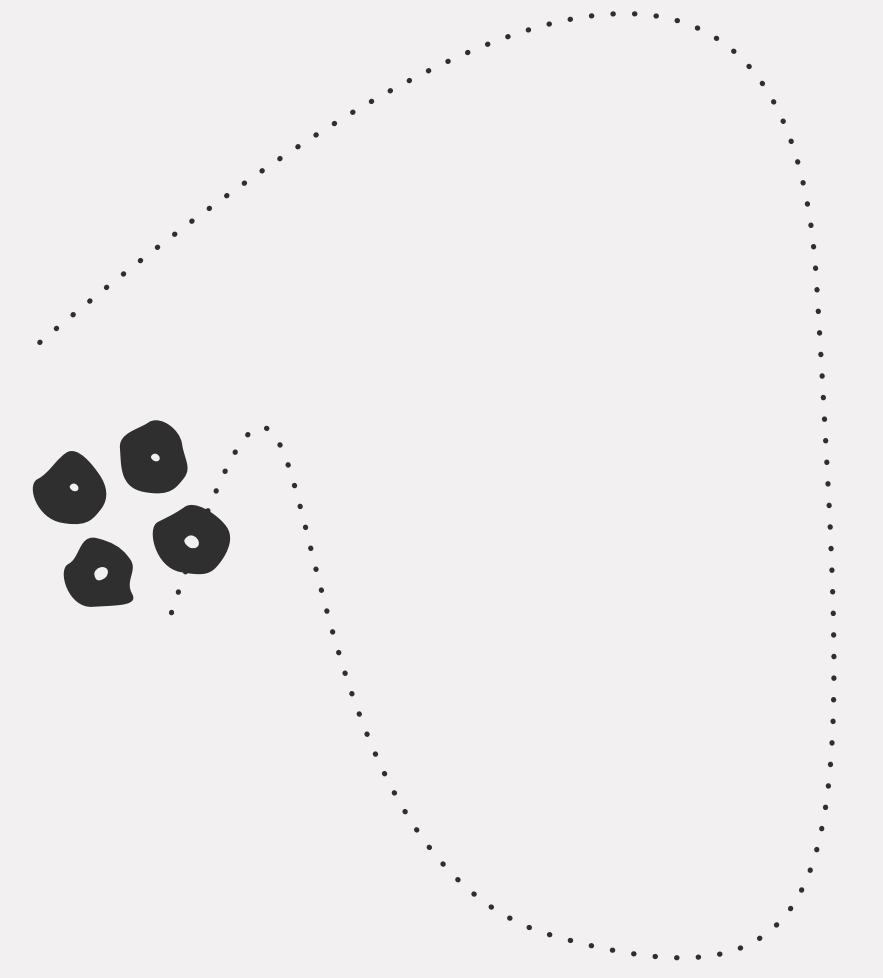
Large and specialised packaging factories

Why did we start it in a first place?



Why was Packhelp founded?

The experience of ordering packaging sucked.



1 Finding suppliers (of the correct profile) is **hard**

2 Finding **good** suppliers is even harder

3 User experience remains **stuck in the 1980s**

4 The process **takes ages** and is **inefficient**

5 There is almost no data on **sustainability**

What is our solution?

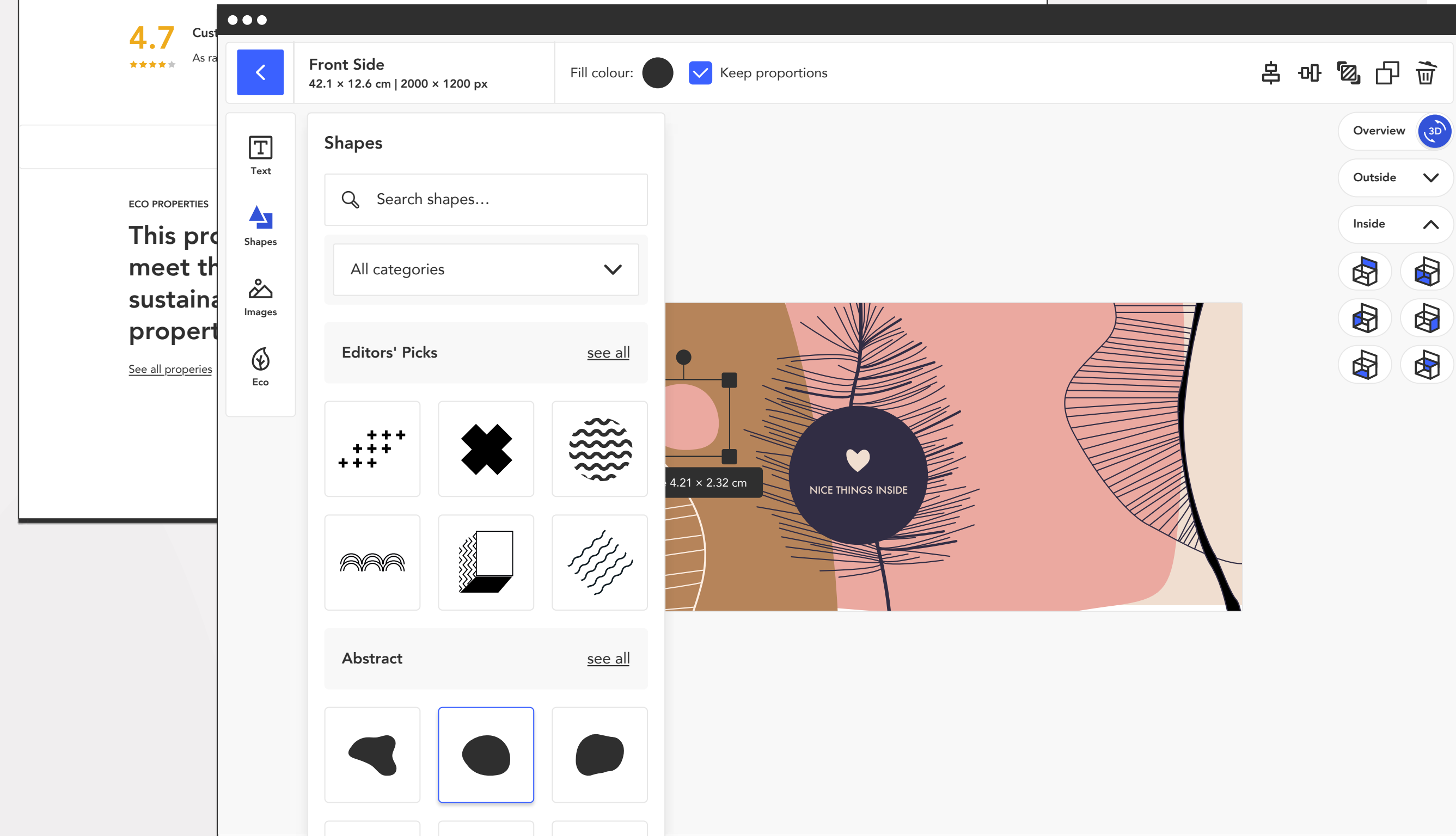
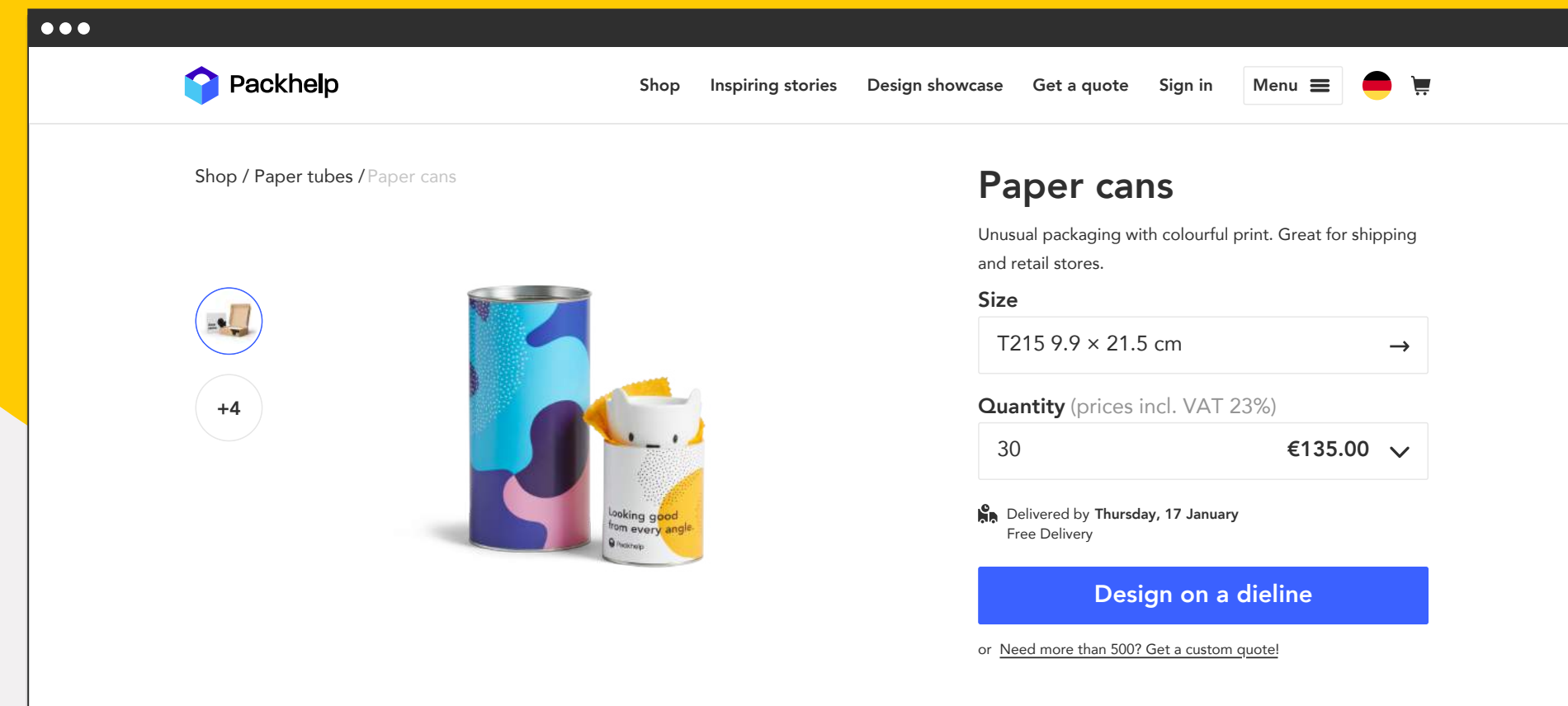




A platform for designing and ordering custom packaging in minutes

Design your own packaging online and order as much as 30 pieces.

How do we serve larger customers?





Packaging procurement, optimisation and expert advisory

Source packaging at high volume, reduce costs and take your design to the next level.

How do we approach sustainability?

The screenshot displays the Packhelp Plus web interface for an order summary. The top navigation bar includes 'Packhelp Plus', 'Items', 'Quotes 2', 'Orders', and 'Payments'. A 'New quote' button and an 'Account' dropdown are on the right. Below the navigation, there are links for 'Back to orders', 'Reference', and 'Delete order'. The main heading is 'Order R1234567890' with a 'DRAFT' status and a reference number 'P000172'. A progress bar shows 'Items' as the active step, followed by 'Artwork review (optional)', 'Shipping & Billing', and 'Summary'. The main content area is a table with columns for 'Item', 'Quantity', 'Price per piece', and 'Total'. It lists two main items: 'Small box for lavender soap' (8,000 units at €1.55 each, totaling €12,400.20) and 'Small box for watermelon soap' (8,000 units at €2.02 each, totaling €16,200.00). Each item has sub-items for 'F44 Mailer Box', 'Cutting - Die', and 'Shipping cost to N1 1LA, UK'. A 'Continue' button is located at the bottom right of the table.

Item	Quantity	Price per piece	Total
Small box for lavender soap Drawer box, Rigid box	8 000	€1.55	€12,400.20
F44 Mailer Box			€9,199.70
Cutting - Die			€3,250.50
Shipping cost to N1 1LA, UK			Free
Small box for watermelon soap Drawer box, Rigid box	8 000	€2.02	€16,200.00
Add another item			
Total	Total items		€28,600.20
	Taxes		€0.00

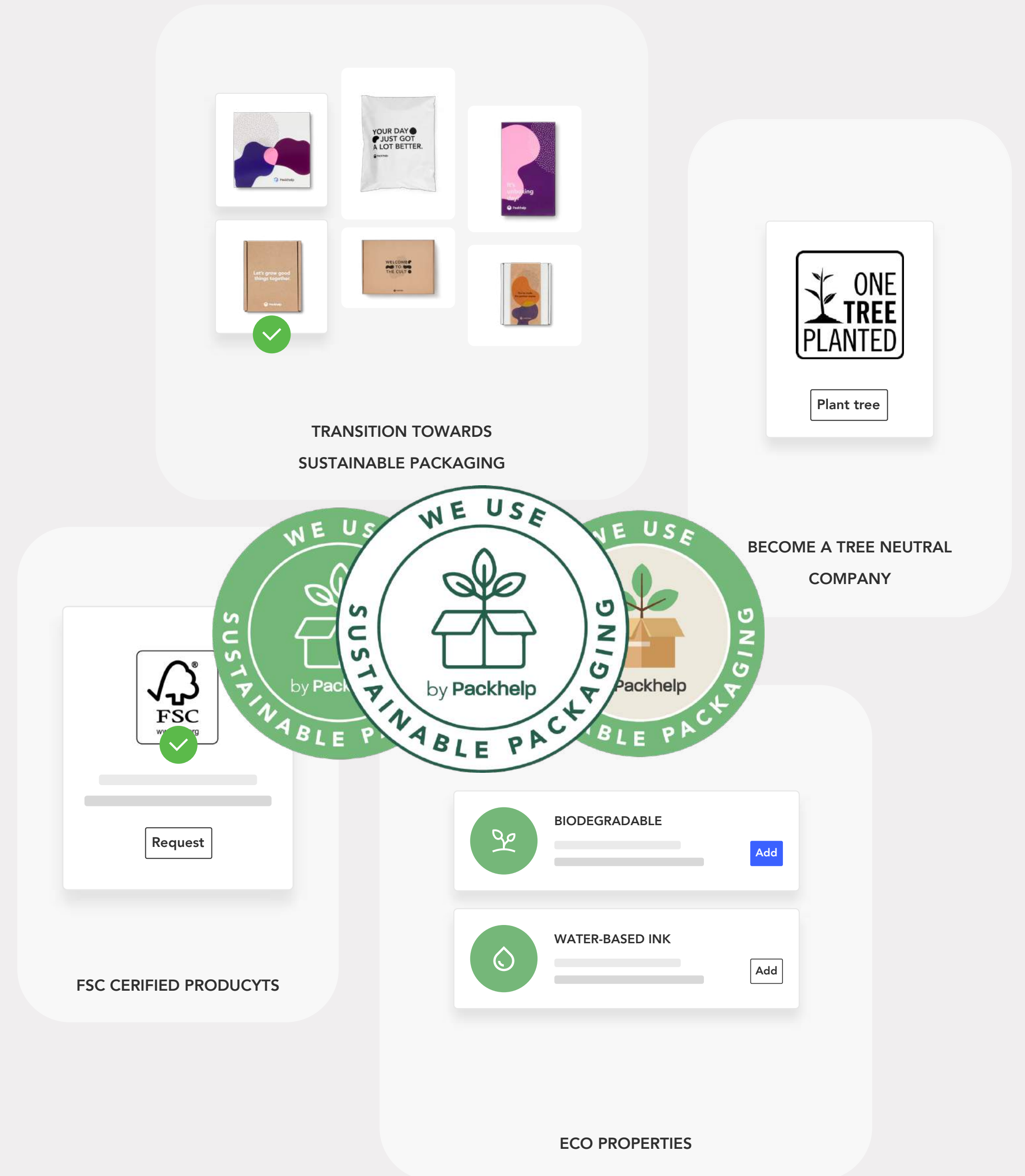




We provide all the information on the impact of the packaging

Our customers can easily measure the impact they have on the environment. Verified, vetted and comparable information.

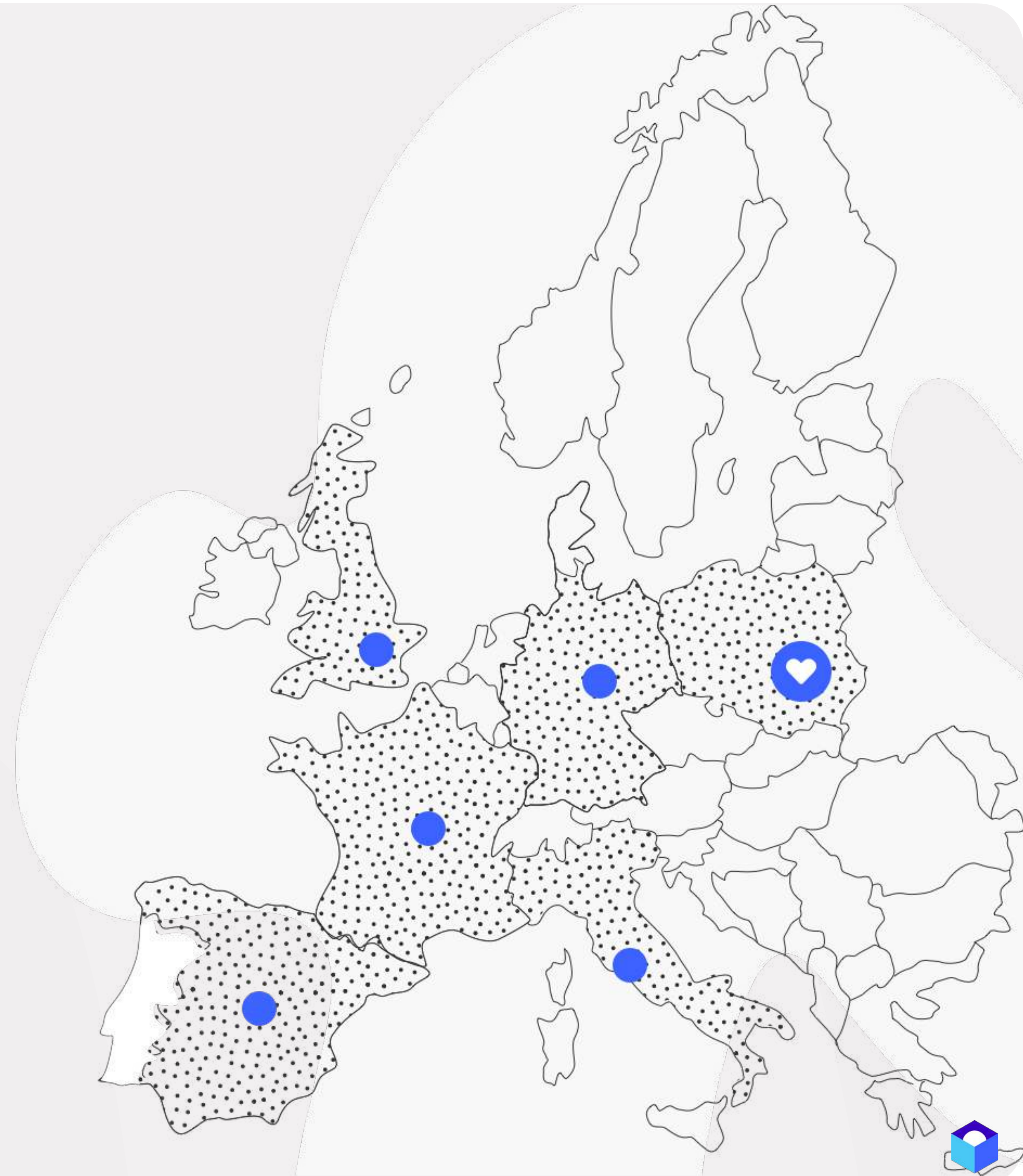
So how are we doing so far?



We are the leading custom packaging marketplace in Europe

- ✓ 50 000 customers served
- ✓ 300 suppliers in the platform
- ✓ 30 countries with active operations

Who are our clients?



Some of our clients:

Uber *H&M* Google Wrangler

CANAL+ L'ORÉAL T-Mobile

We have grown fast...



We have raised almost \$60 million to make it happen

Q2 2018
Seed

€ 2 million

Q2 2019
Series A

\$ 10 million

Q4 2021
Series B

\$ 45 million

... and don't want to stop here!



We want to empower brands to be better at packaging

Brands are facing enormous pressure to decrease their environmental impact. We want to make that transition easy.



1 Why you should digitise your supply chain



1 Supply chains are broken - we are in a post-COVID era

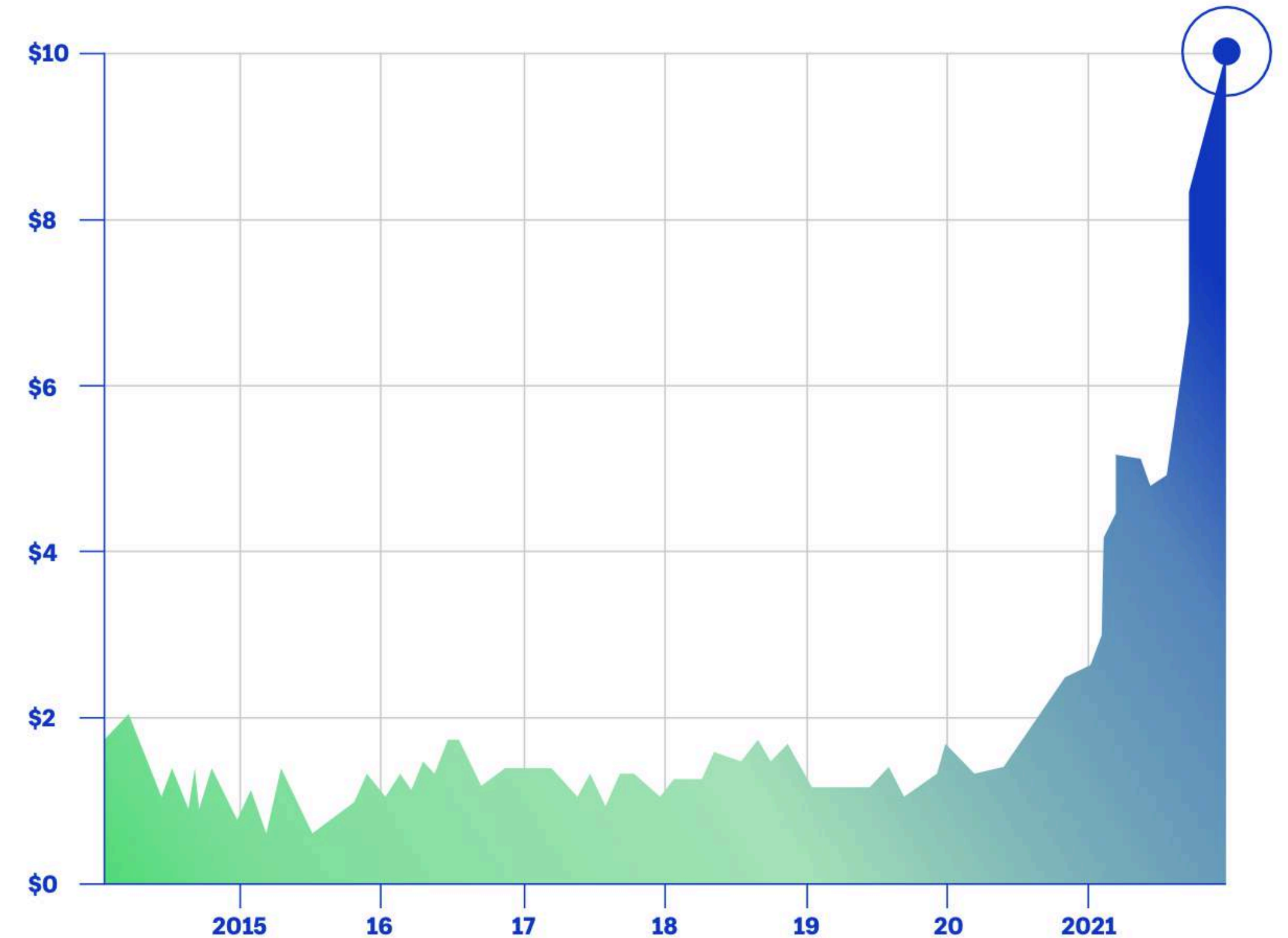
There has been a paradigm shift - delays, price unpredictability and supply chain risk are now commonplace.

What has changed?

*Source: Shopify The Future of Commerce Report 2022

Global container freight costs

\$1,000 U.S. per 40-foot container



*Based on eight major shipping routes

Sourced from Drewry in The Economist



2 Visibility and data are critical for a resilient supply chain

It is not possible to navigate in shallow waters by operating in the dark. End-to-end transparency and intelligence is key to fast and accurate decision-making.

How to de-risk our supply chains?

*Source: McKinsey

Company plans to prioritize investment, by digital use case, % of respondents



Source: McKinsey survey of global supply-chain leaders (May 4–June 16, 2021, n = 71)



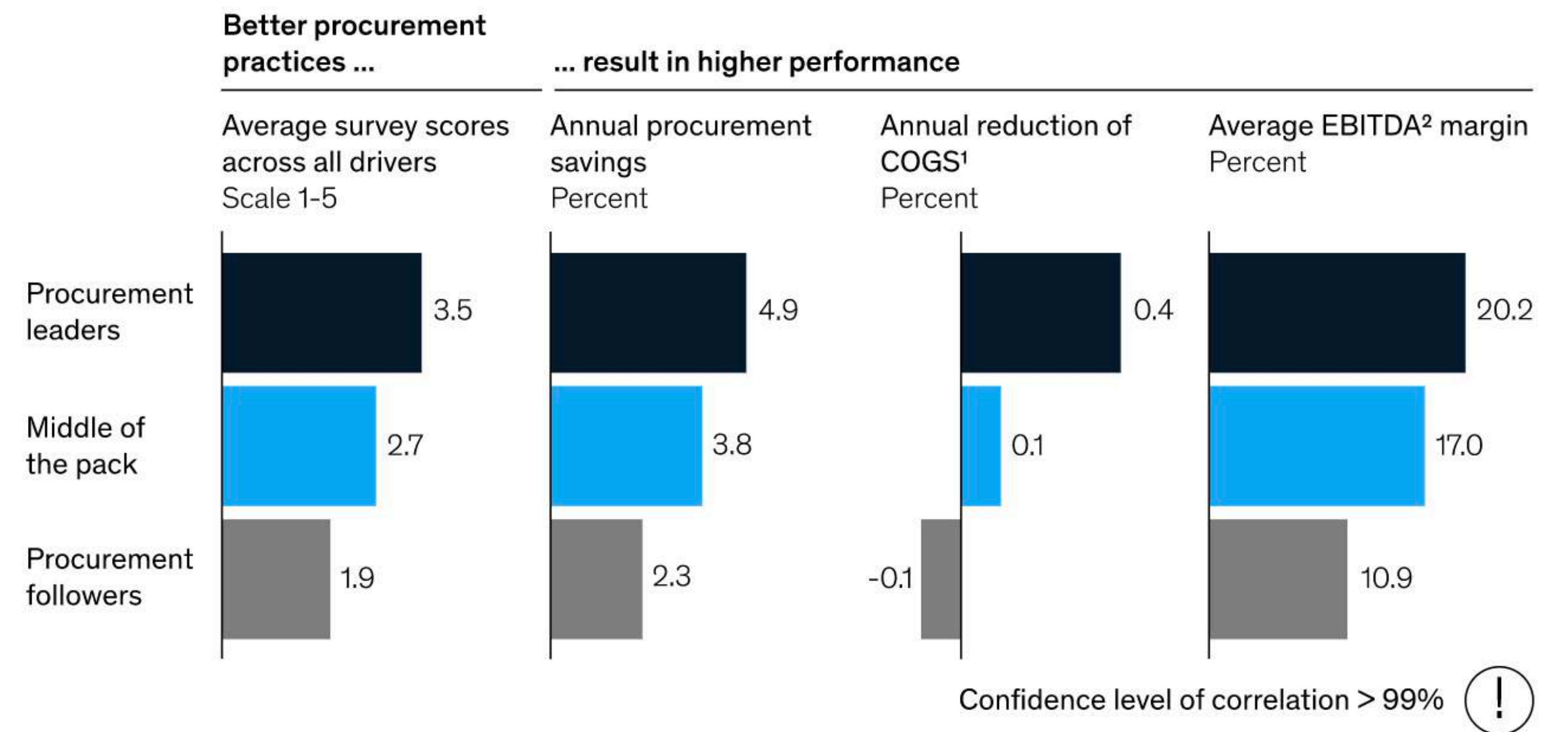
3 Good procurement practices are more important than ever

COVID supply-induced inflationary pressures make access to wide access to suppliers more important than ever.

So what should we do about it?

*Source: McKinsey

Global Purchasing Excellence: Procurement health shows a strong correlation to corporate performance.



¹Cost of goods sold
²Earnings before interest, taxes, depreciation, and amortization
 Source: McKinsey Global Purchasing Excellence



4 Technology has an important role to play going forward

What has worked before won't work in the future. Supply chains require innovative solutions to upgrade their operations.

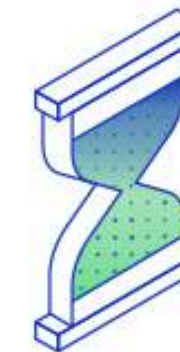
How can we make that happen?

Percentage of brands investing in supply chain management improvements



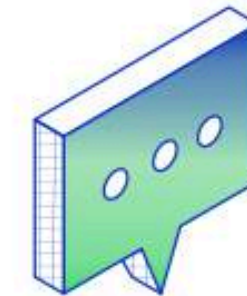
45%

Increasing manufacturing capacity



44%

Increasing speed of supply chain



45%

Improving collaboration with supply chain partners



30%

Decreasing associated supply chain costs

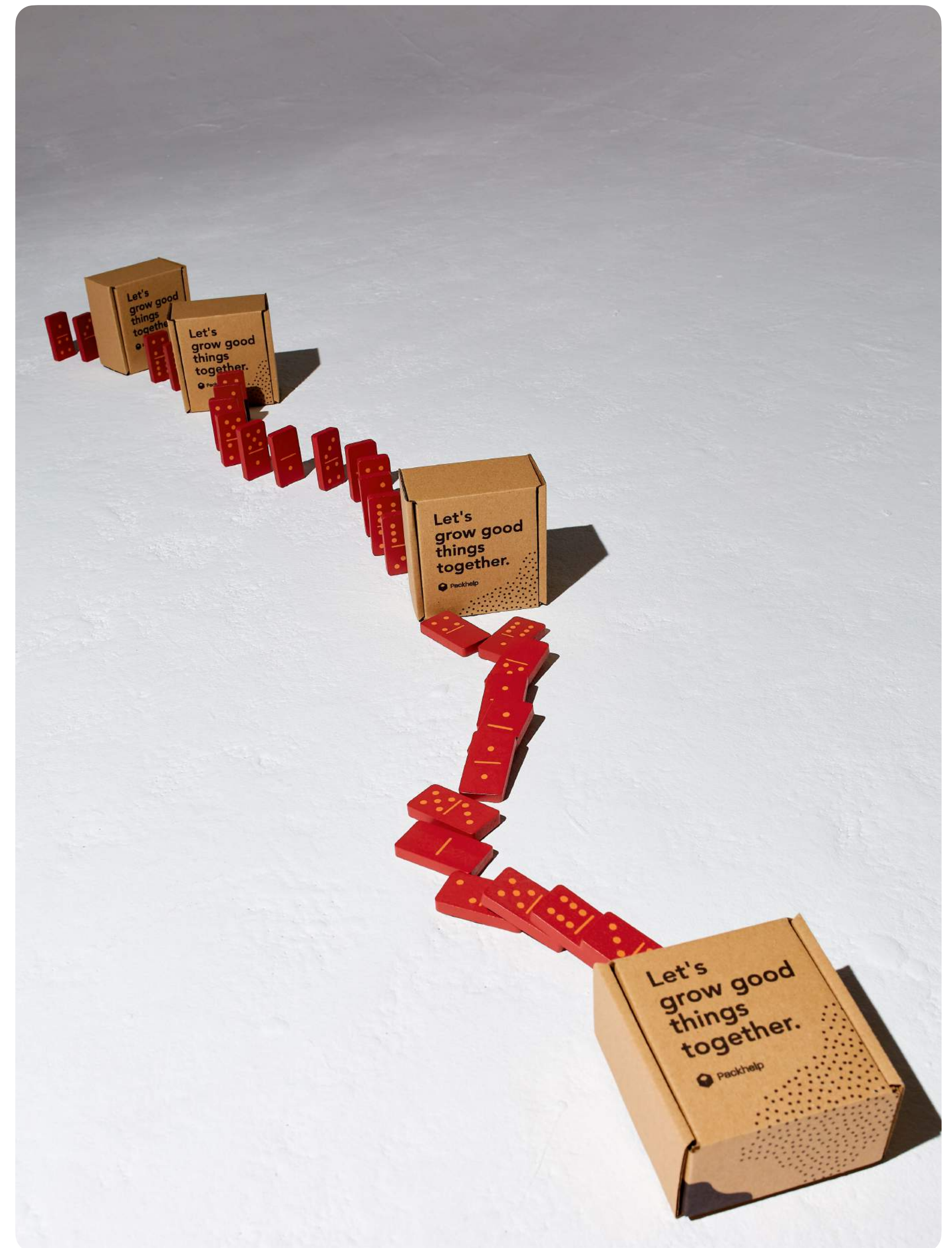
Sourced from Shopify eCommerce Market Credibility Study, 2021



5 We need to collaborate like never before

COVID has made digital remote collaboration with suppliers a must. Companies with supplier-collaboration capabilities outperform peers by 2x.

The benefits are also obvious closer to home...



6 The work of the future happens online and remotely

The new generation of employees expect workflows to be easy and smooth. In their private lives they don't fax their friends. Empower them.



2 Why you should ensure **sustainability** in your supply chain



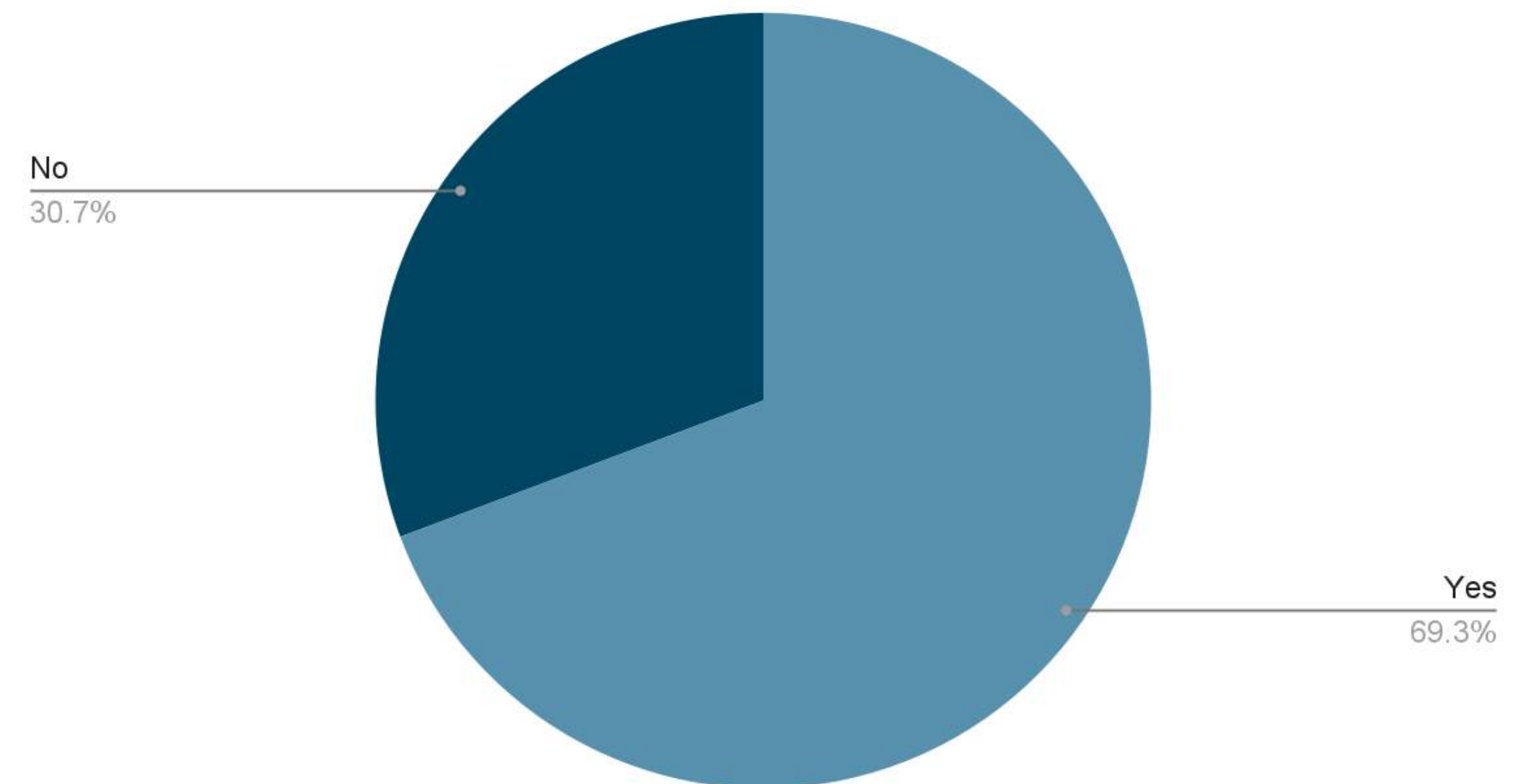
1 Brands of the future build value around sustainability

Our customers - particularly modern, D2C brands - are increasingly making sustainability the cornerstone of their identity.

Why is that?

*Source: Packhelp

Does your company offer sustainable products?



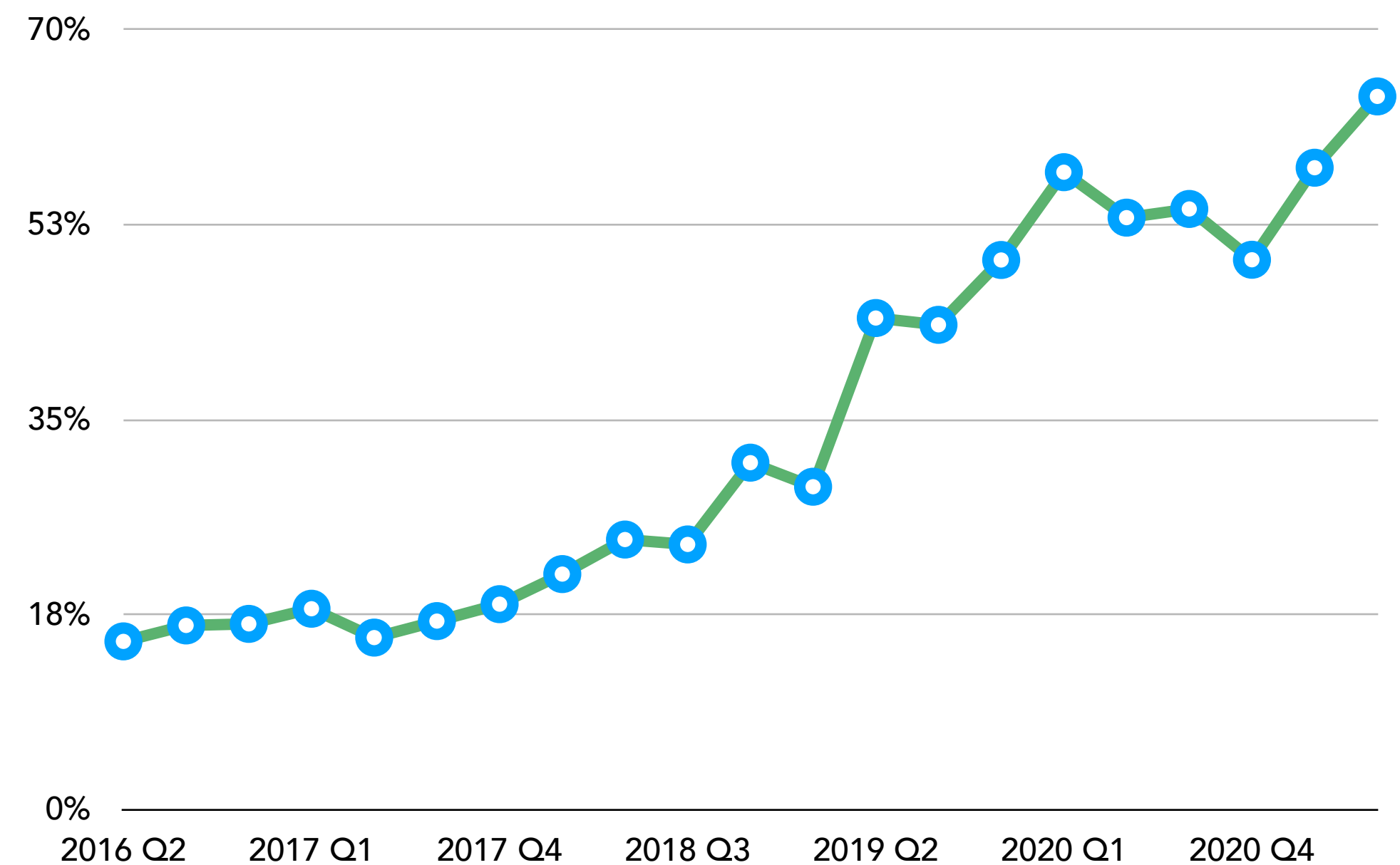
2 Sustainability is the next big mega-trend

Sustainability in packaging is becoming ever more fundamental as customers increasingly demand green solutions.

So what does that mean for all of us?

*Source: Google

Search volume potential for "sustainable packaging" over the last 5 years



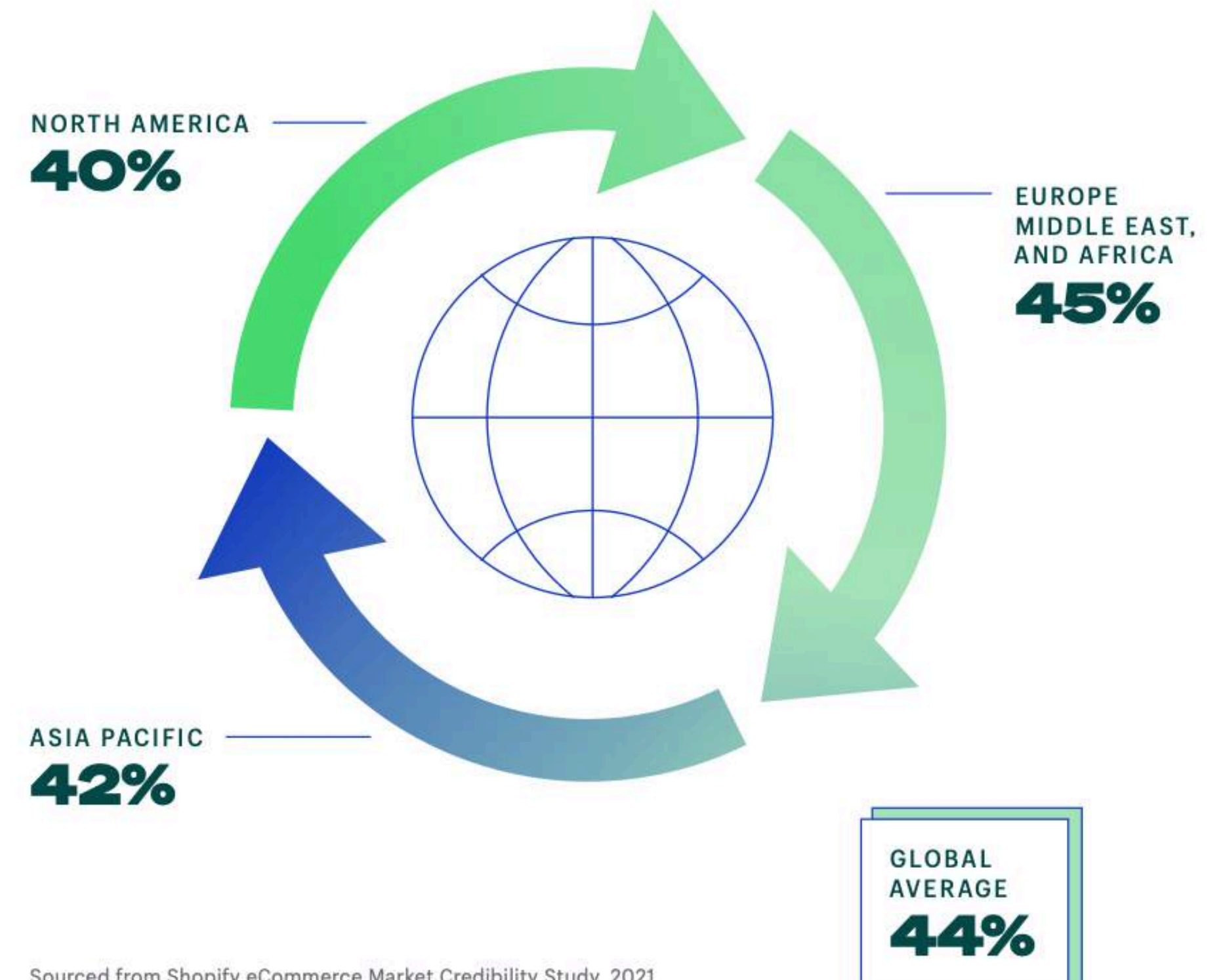
"The next 1000 unicorns will be sustainable companies"
Larry Fink, CEO Blackrock

3 Customers make their voices heard with their wallets

Just like companies that don't innovate and remain stuck in the past, companies that don't adapt to the new normal will die out.

How big of a challenge is it?

Percentage of consumers who are more likely to buy from a brand with a clear commitment to sustainability



Sourced from Shopify eCommerce Market Credibility Study, 2021

*Source: Shopify The Future of Commerce Report 2022



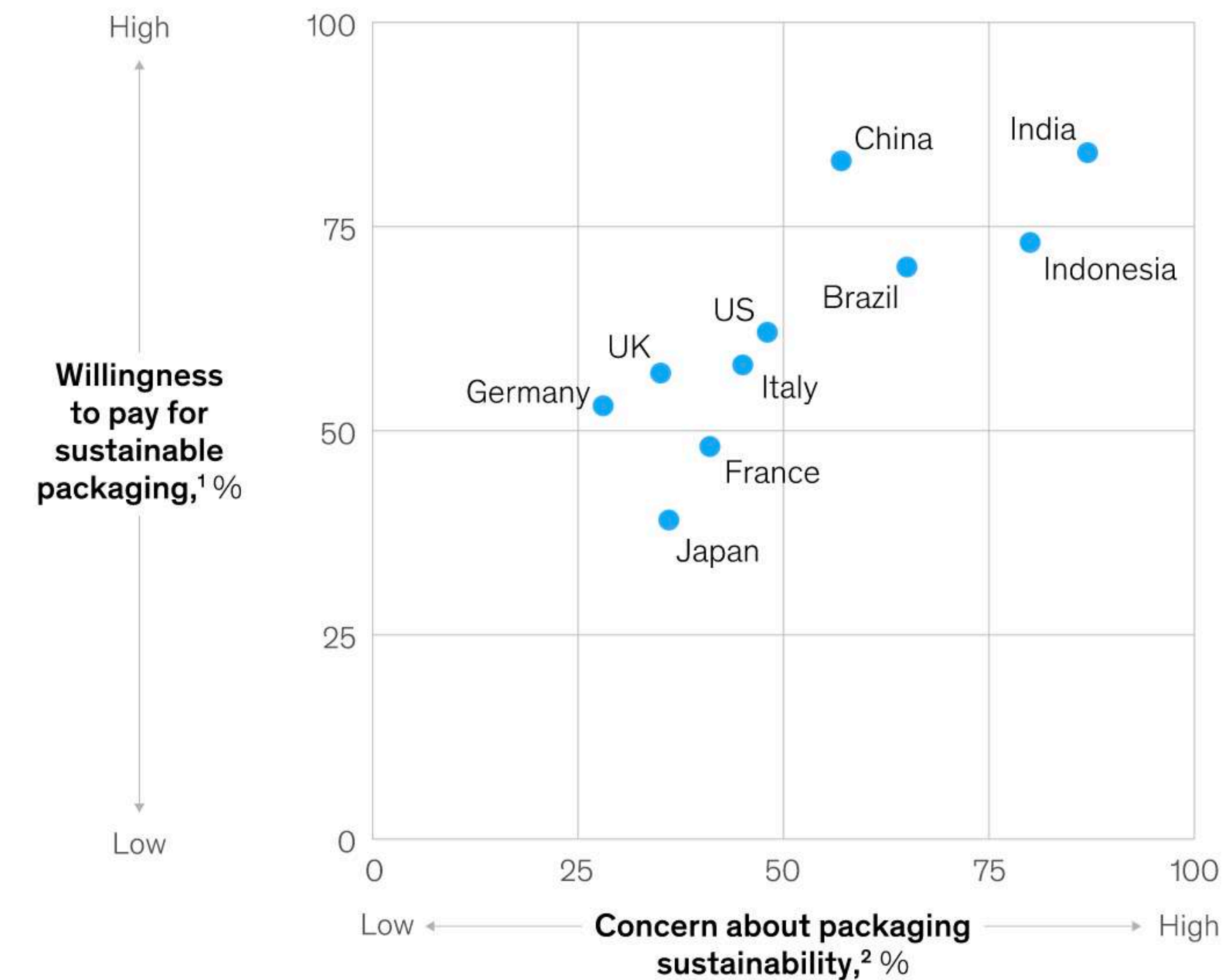
4 It's not a challenge - it's an opportunity

Consumers are willing to pay more for sustainable solutions. Beyond all our moral responsibility, it is an enormous business opportunity.

What does that mean for supply chains?

Globally, the vast majority of consumers are highly concerned about packaging sustainability and express a willingness to pay more for sustainable packaging.

Share of survey respondents, selected countries, %



¹Question: To what extent would you be willing to pay more for sustainable packaging [in packaged food]? Share answering a "little" or a "lot more."
²Question: How do you currently perceive the importance of packaging sustainability compared with the time before COVID-19? Share answering "more concerned."



5 Sustainability doesn't fall out of the sky

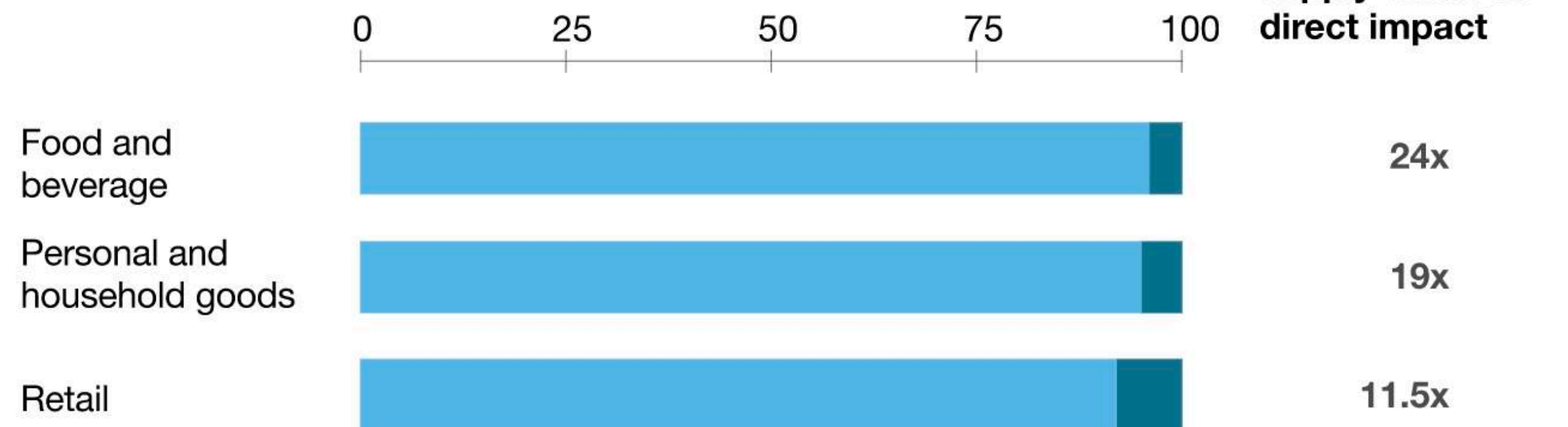
You need suppliers to come along for the journey with you. The change happens upstream. Without them, there is no sustainability to speak of.

How to work intricately with suppliers?

>90% of natural capital impact (eg, affecting air, soil, land) of consumer sector is in supply chains

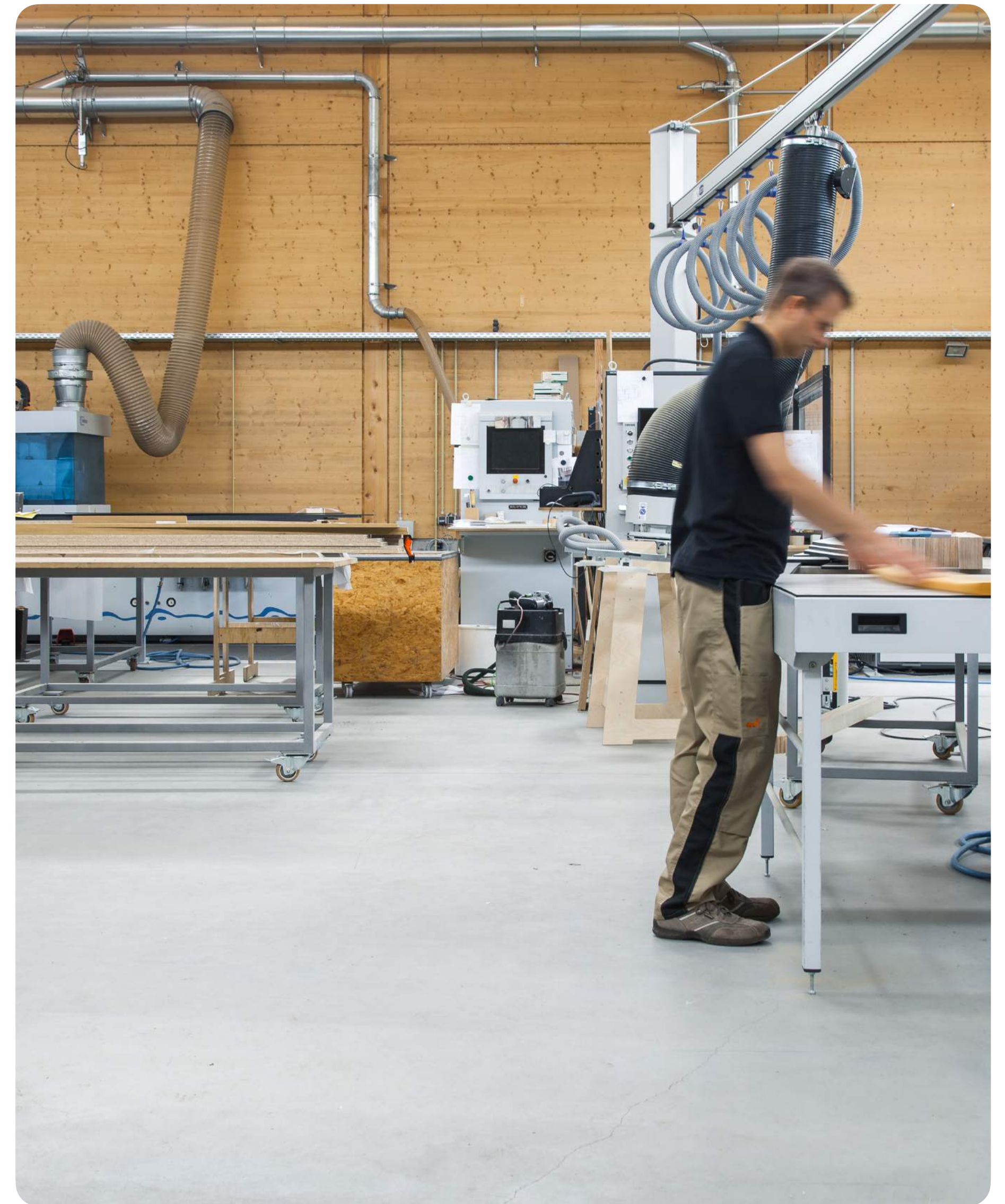
Supply-chain impact Direct impact

Breakdown of impact by source, %

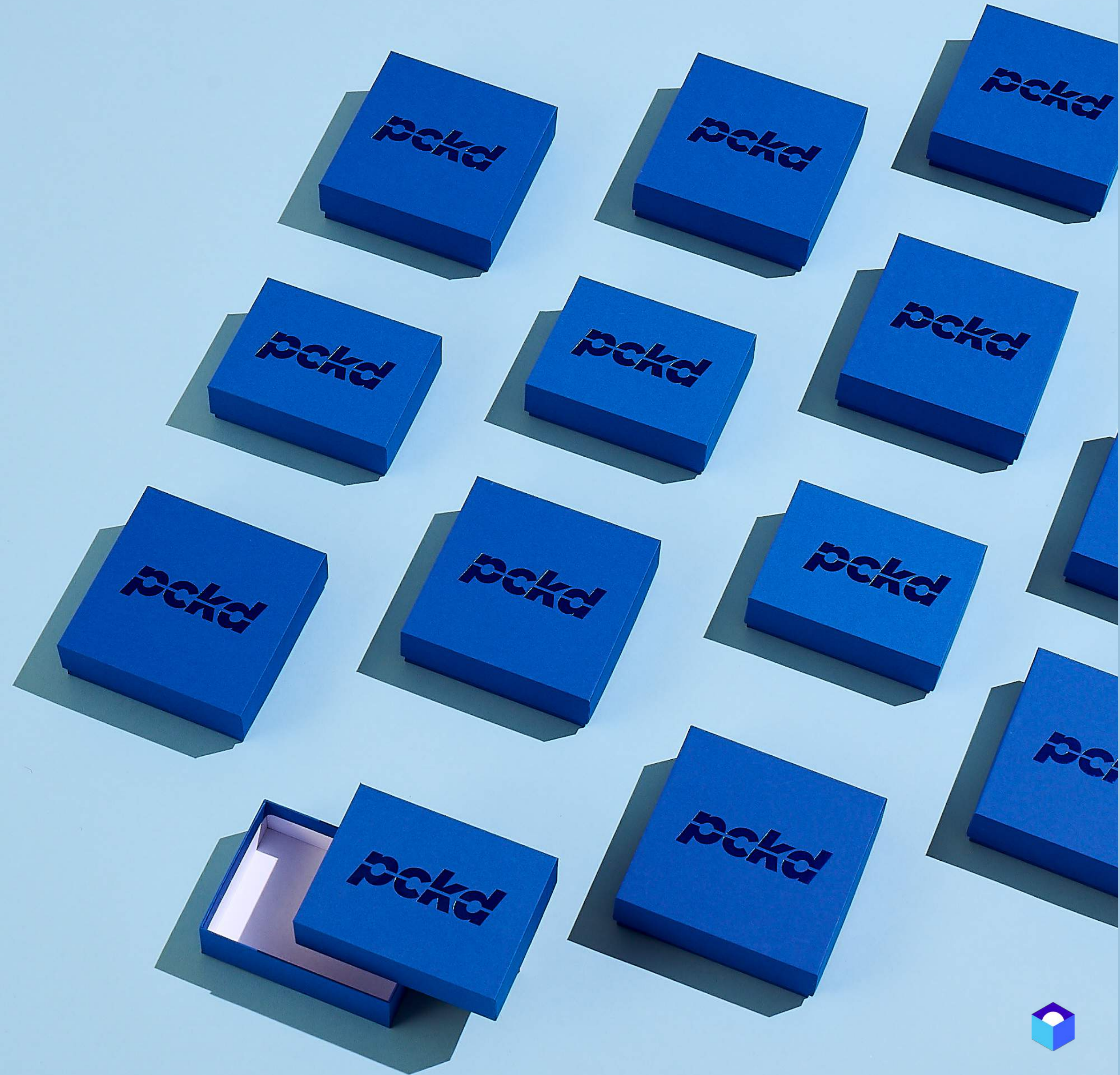


6 Intimate digital collaboration with suppliers is needed

To lead and drive real change you have to impose your standards on suppliers. Hold them accountable, but make it easy for them to follow you.



3 How **we do it** at Packhelp



This is categorically not how we do it!

Emails, attachments, legacy software - navigating modern obstacles with ill-fitting outdated tools is a bit like sending post (nostalgia aside).


The image shows two overlapping screenshots. The top one is an email window titled "Where is my packaging?". The email content is as follows:

Recipients


Where is my packaging?

Hello - can I fly over to see how my production is going? I'd like to cancel it.

In the meantime, please find my FINAL specification (and designs) attached!

 **Victor Grotowski** | VP Packhelp Pro
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The bottom screenshot shows a legacy software interface for a purchase order. The title bar reads "NB Standard PO" and "Vendor". The document date is "10/13/2014". The interface includes a menu bar with options like "Delivery/Invoice", "Texts", "Address", "Communication", "Partners", "Additional Data", "Org. Data", "Status", "Confirmation", and "Payment Processing". A form section contains fields for "Purch. Org.", "Purch. Group", and "Company Code". Below this is a table with columns: "S", "Itm", "A", "I", "Material", "Short Text", "PO Quantity", "O.", "C", "Deliv. Date", "Net Price", "Curre.", "Per", "O.", "Matl Group", "Pnt", and "Stor. Location". The table is currently empty. At the bottom, there are buttons for "Default Values" and "Add Planning", and a status bar showing "1 New Item".

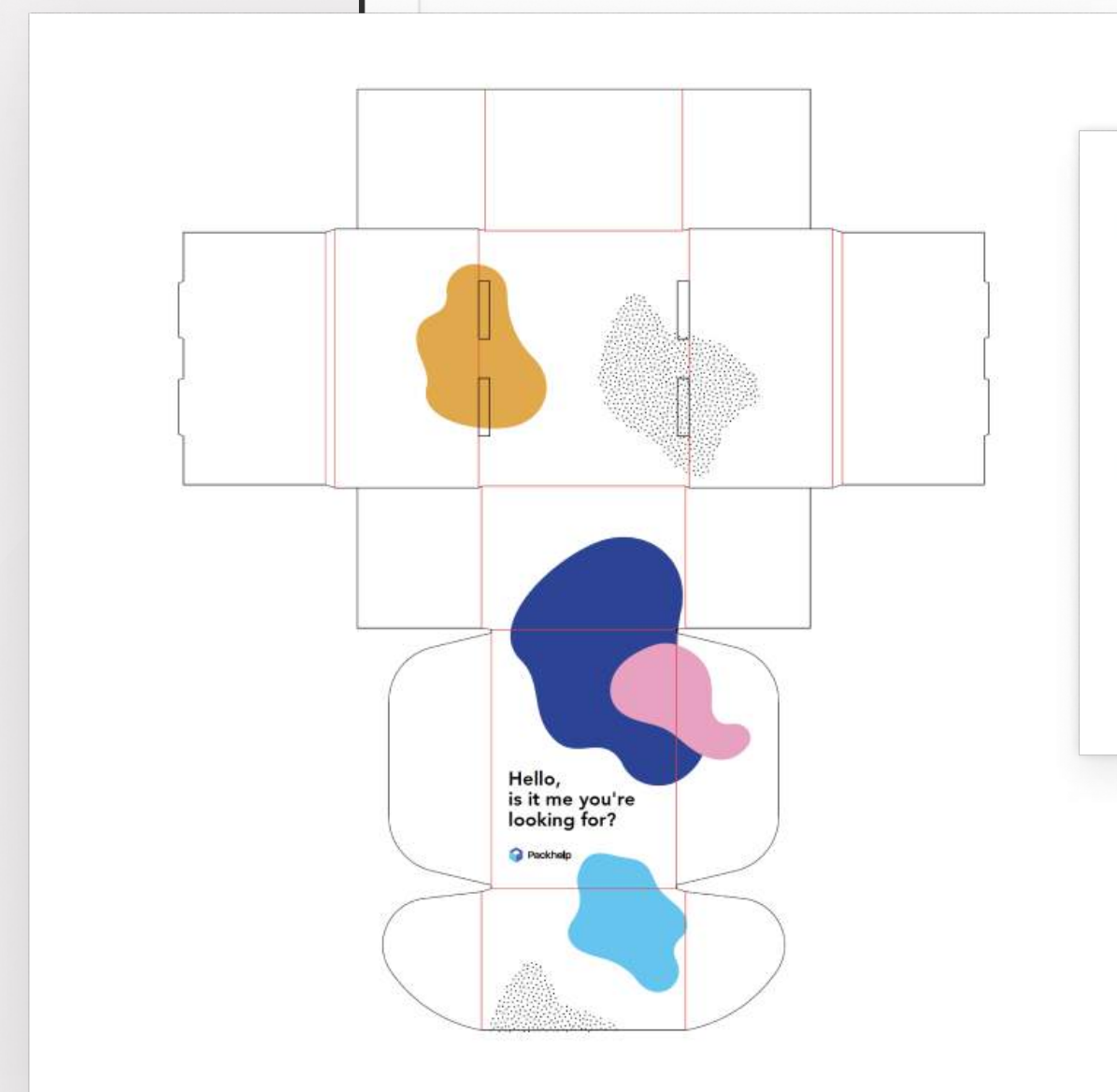


1 Our operations demand tailor-made specialised software

We empower supply chains by giving them the appropriate and - frankly - cool tools to manage the challenges they're facing.

The screenshot displays a software interface for a project identified as 'R5GS-R23233' under the company 'Printmaster | Printmaster Berlin'. The interface includes a navigation menu with 'Overview', 'Files', 'Artworks', 'Finances', and 'Tasks'. A progress bar at the top shows 'Pre-Production' and 'Production' as completed (green) and 'Shipment' as pending (grey). Below this is a table for 'Items (1)' with columns for 'Item nickname', 'Item ID', 'Quantity', 'Unit price', and 'Net total'. The table lists 'Winter Mailer Box 26 x 20 x 10.5 cm'. To the right, there are sections for 'Purchase order' (with fields for Order name, Order number, Issued, Accepted, Total) and 'Shipping details' (with fields for Target ship date, Company, Address, Contact, State, Shipping method). A 'Delivery' section is also visible. A line chart is overlaid on the bottom right, showing two data series over a period of 10 days (labeled 27 to 8). The chart has a y-axis from 0 to 500. The blue series starts at 150, peaks at 370 on day 2, and ends at 370. The cyan series starts at 80, peaks at 350 on day 5, and ends at 310.

Day	Blue Series	Cyan Series
27	150	80
28	140	50
1	260	70
2	370	110
3	250	90
4	350	70
5	200	350
6	450	150
7	370	240
8	370	310



2 Intimate daily collaboration with suppliers






Work with suppliers as if they were vertically integrated. One shared workspace with all the information. Empower your suppliers, too!

Edit collaborators for R5GS-R23233

Invite collaborators

Search user(s) Can view Invite

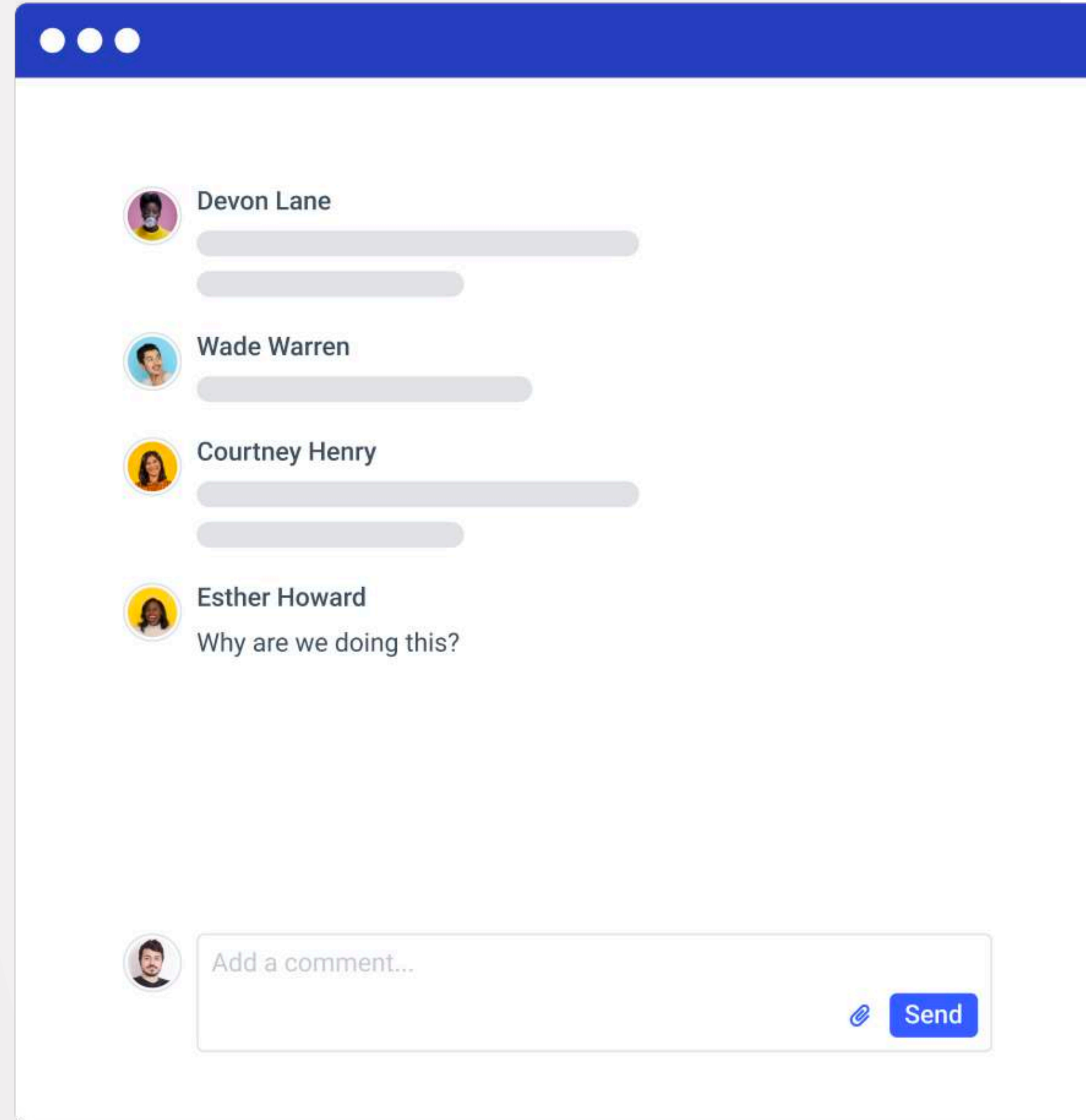
COLLABORATORS

	Joh Doe (You) Hive Cosmetics	Owner
	Cody Fisher Printmaster	Can view
	Devon Lane Hive Cosmetics	Can view
	Cameron Williamson Hive Cosmetics	Can edit
	Ronald Richards Hive Cosmetics	Can view



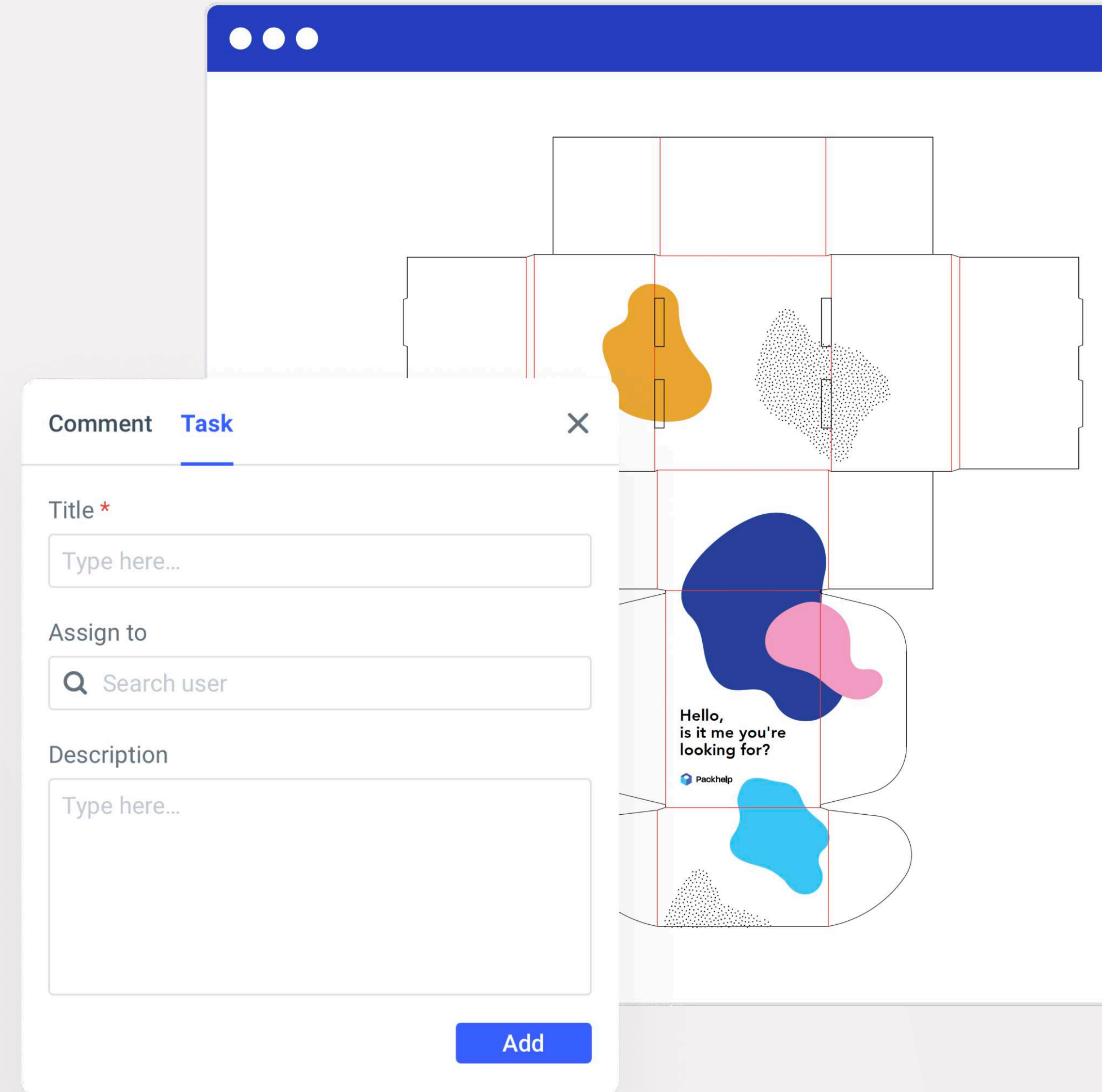
3 Instant internal and external communication

We don't email our friends in our private lives. Why should we at work? Supply chain teams need responses in minutes, not days.



4 Streamlined new product development

Multi-stakeholder project management - production file and artwork collaboration, productivity tool. Fewer errors, less hassle, easier savings.










5 Standardised and facilitated sharing of ESG documentation

We make it straightforward to gather the relevant documentation to have a complete picture of suppliers' ESG documentation at any point in time.

Certifications

Save changes

	FSC Recycled Indicates paper pulp is made of 100% recycled fiber.	<input checked="" type="checkbox"/>
	OK Compost Home Certifies a material is compostable in a home compost.	<input checked="" type="checkbox"/>
	ISO 17556 Tests aerobic biodegradability of plastic materials in soil. Uses ASTM 5988 methodology.	<input checked="" type="checkbox"/>
	G7 Master Facility Certifies print quality, consistency, and efficiency at the facility level.	<input checked="" type="checkbox"/>
	Disney FAMA Certifies production for Disney products, covering human rights, the safety and integrity of products, and environment.	<input checked="" type="checkbox"/>
	ISO 14001 Identifies standards for an effective environmental management system.	<input checked="" type="checkbox"/>
	ASTM D6868 Certifies compostability of paper products with a biodegradable plastic film or coating, in industrial composting facilities.	<input checked="" type="checkbox"/>



6 Benchmarked sustainability credentials

We score and verify suppliers on their sustainability efforts. Set standards, understand where someone falls short and drive improvement.



7 Information on any type of product from any supplier

How can we promote sustainable solutions without understanding the environmental impact? Complete overview of all possible metrics.



1,35 kg / 100g ⓘ

Carbon Footprint

The total amount of CO2 equivalent emissions throughout the production.



35,1 m3 / 100g ⓘ

Water Footprint

Product contains no plastic and other artificial polymers. Can be recycled as described.



44,1 MJ / 100g ⓘ

Energy Usage

The total amount of CO2 equivalent emissions throughout the production.



Very good! / (17/21)

Recyclability score

Product contains no plastic and other artificial polymers. Can be recycled as described.



50 % / 100g

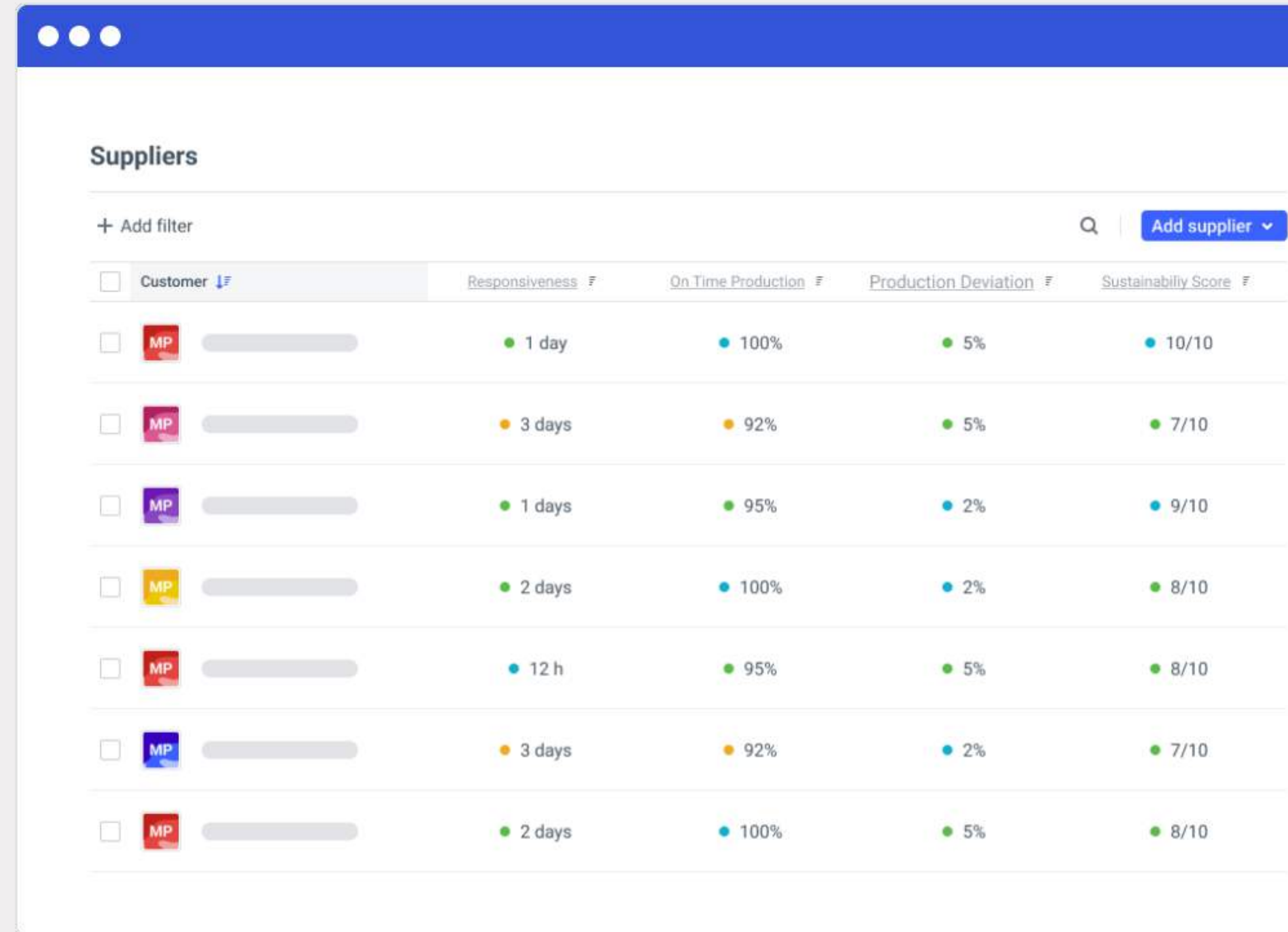
Recycled materials

The total amount of CO2 equivalent emissions throughout the production.



8 Measuring and keeping track of... everything

We measure a wide range of indicators. Only work with the most reliable and effective partners.



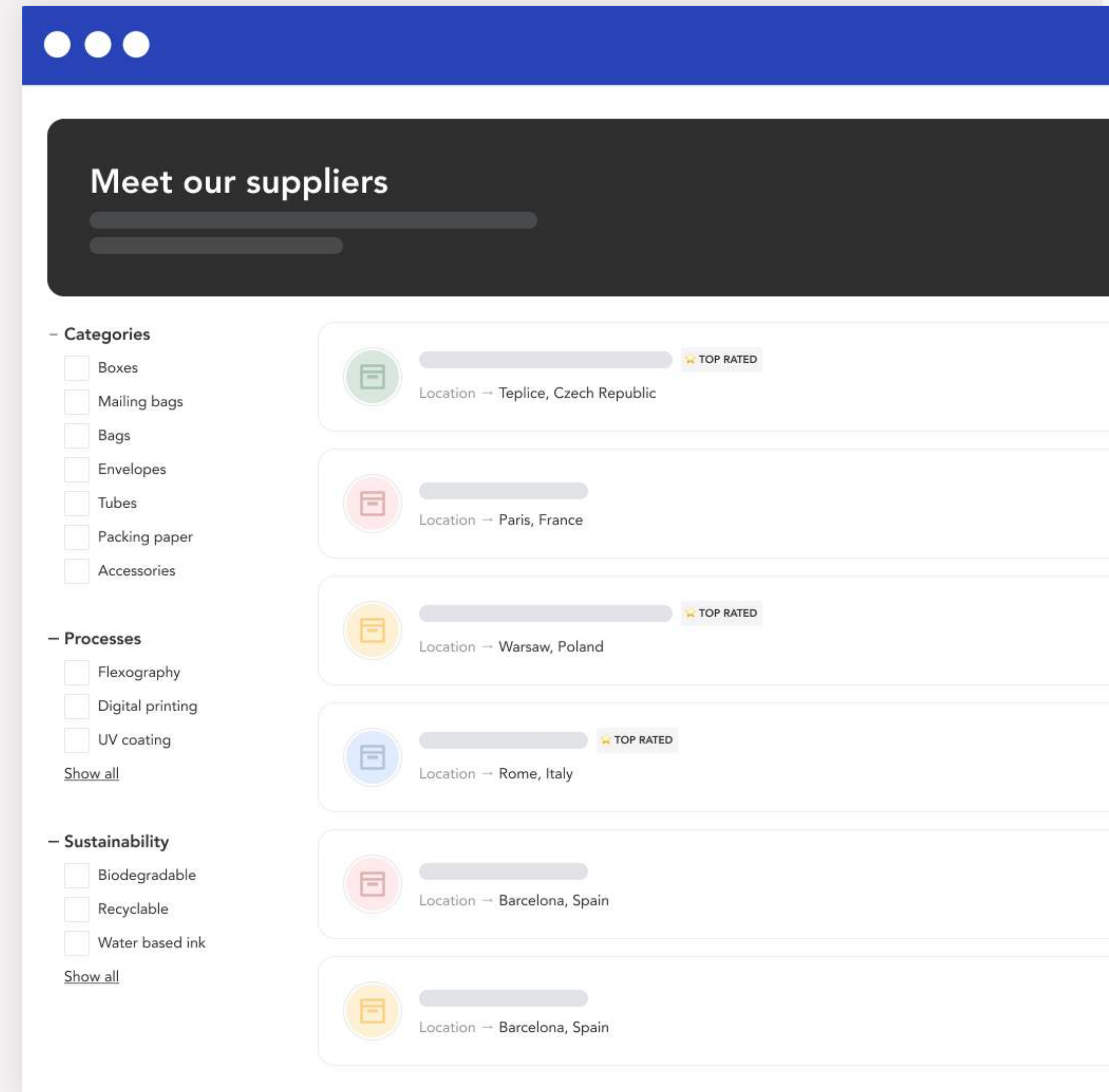
The screenshot shows a 'Suppliers' dashboard with a table of performance metrics. The table has columns for 'Customer', 'Responsiveness', 'On Time Production', 'Production Deviation', and 'Sustainability Score'. Each row represents a supplier with an 'MP' icon, a progress bar, and specific values for each metric.

<input type="checkbox"/>	Customer	Responsiveness	On Time Production	Production Deviation	Sustainability Score
<input type="checkbox"/>	MP	1 day	100%	5%	10/10
<input type="checkbox"/>	MP	3 days	92%	5%	7/10
<input type="checkbox"/>	MP	1 days	95%	2%	9/10
<input type="checkbox"/>	MP	2 days	100%	2%	8/10
<input type="checkbox"/>	MP	12 h	95%	5%	8/10
<input type="checkbox"/>	MP	3 days	92%	2%	7/10
<input type="checkbox"/>	MP	2 days	100%	5%	8/10



9 Choose from a wide pool of suppliers

Source from the best and most sustainable suppliers. Find and instantly switch production to suppliers that fit your criteria.



The screenshot displays a web interface titled "Meet our suppliers". On the left, there are three filter sections:

- Categories:** Includes checkboxes for Boxes, Mailing bags, Bags, Envelopes, Tubes, Packing paper, and Accessories.
- Processes:** Includes checkboxes for Flexography, Digital printing, and UV coating, with a "Show all" link below.
- Sustainability:** Includes checkboxes for Biodegradable, Recyclable, and Water based ink, with a "Show all" link below.

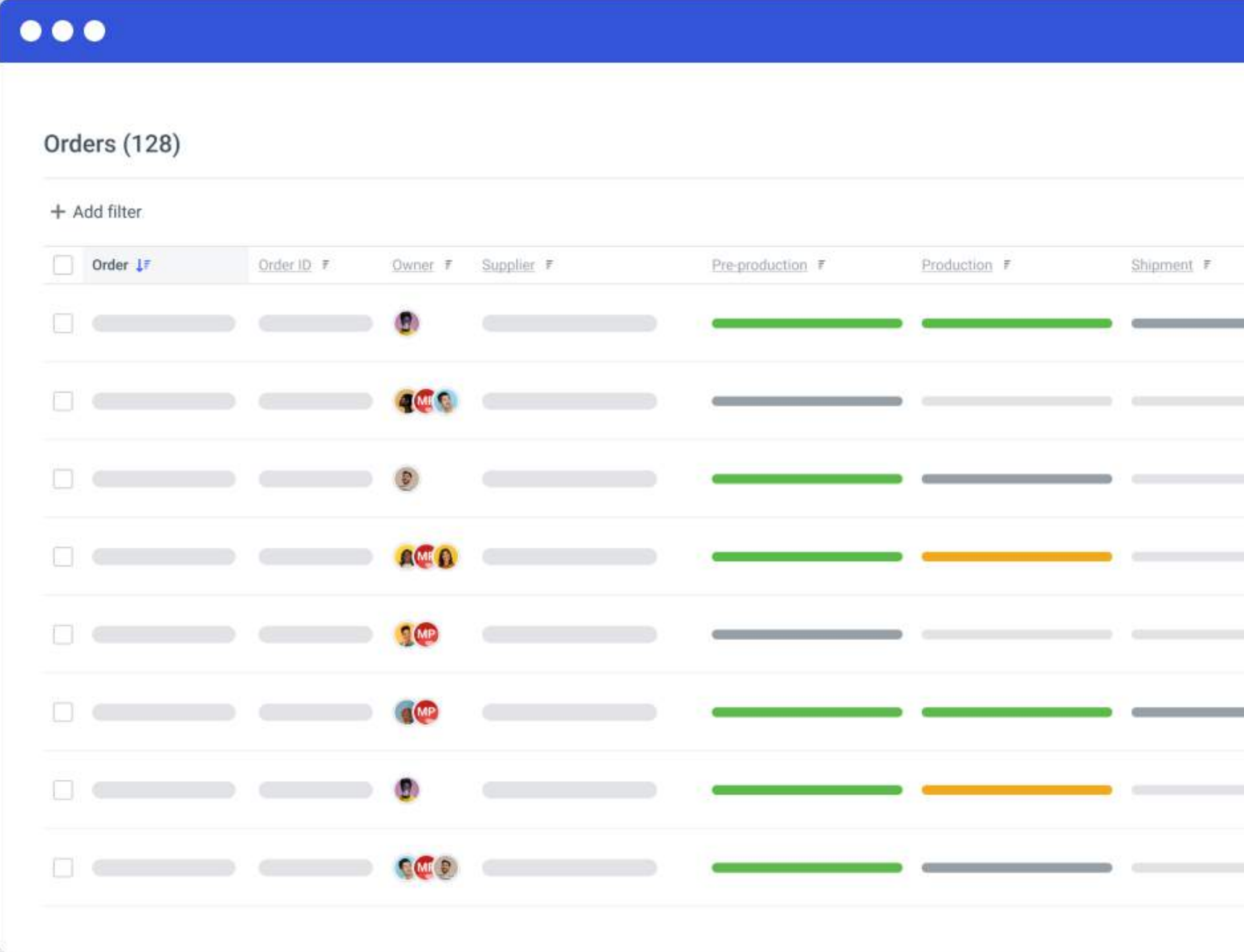
The main content area shows a list of six suppliers, each with a profile picture, a progress bar, and a location:

- Supplier 1: Green profile picture, progress bar, "TOP RATED" badge, Location: Teplice, Czech Republic.
- Supplier 2: Red profile picture, progress bar, Location: Paris, France.
- Supplier 3: Yellow profile picture, progress bar, "TOP RATED" badge, Location: Warsaw, Poland.
- Supplier 4: Blue profile picture, progress bar, "TOP RATED" badge, Location: Rome, Italy.
- Supplier 5: Red profile picture, progress bar, Location: Barcelona, Spain.
- Supplier 6: Yellow profile picture, progress bar, Location: Barcelona, Spain.



10 Misison control - efficient production management

A birds' eye view of your entire production process. Visibility over POs after issuance. Detect delays and problems early and react accordingly.



Orders (128)

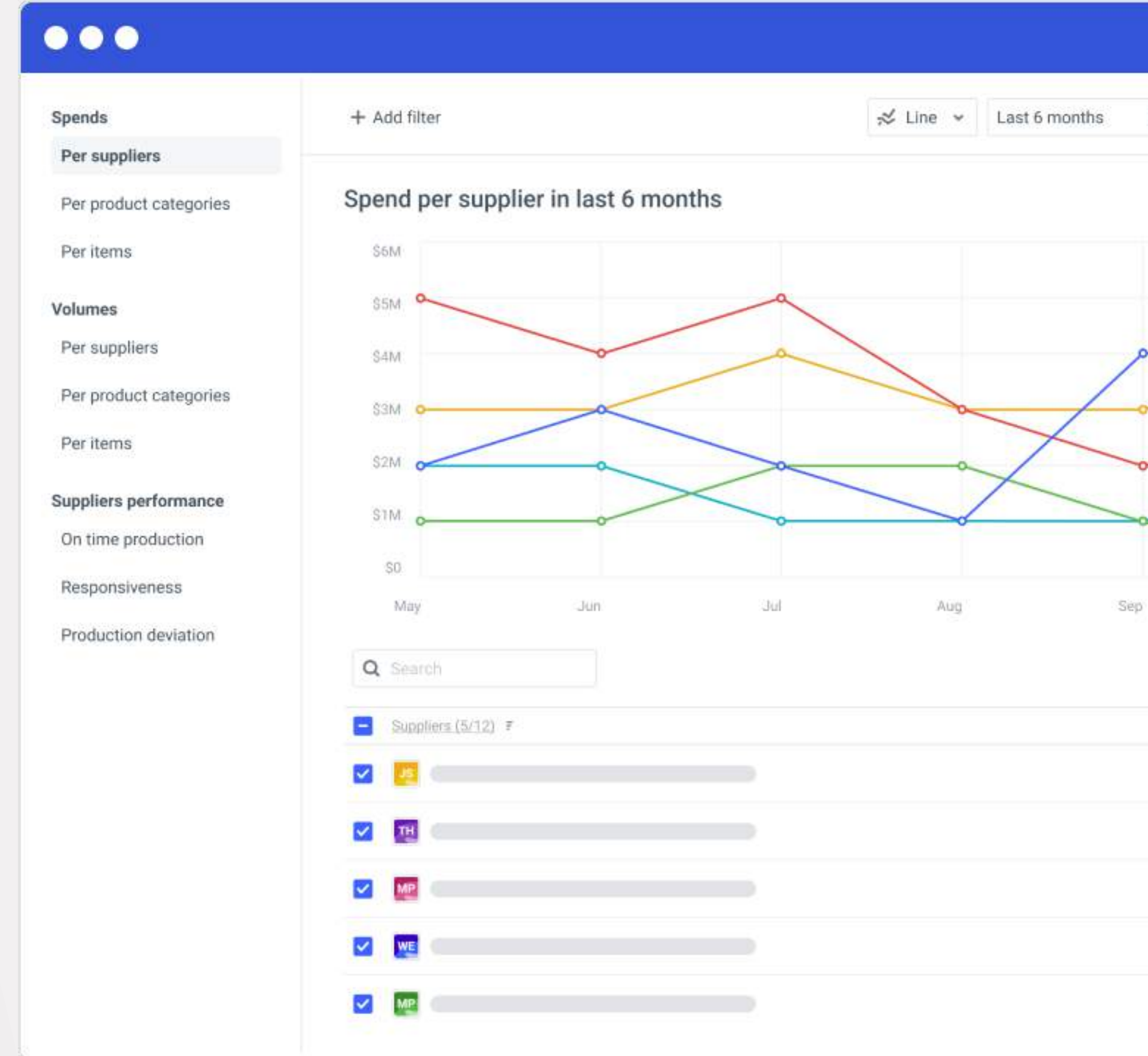
+ Add filter

<input type="checkbox"/>	Order ↓	Order ID ↕	Owner ↕	Supplier ↕	Pre-production ↕	Production ↕	Shipment ↕
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: orange;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: orange;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>
<input type="checkbox"/>					<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>	<div style="width: 100%; height: 10px; background-color: gray;"></div>



11 Huge quantities of data to make the right decisions

A single source of truth means plenty of data. Leverage it to your advantage. Understand spending and operational efficiency.



1 2 Standardisation, automation and optimisation

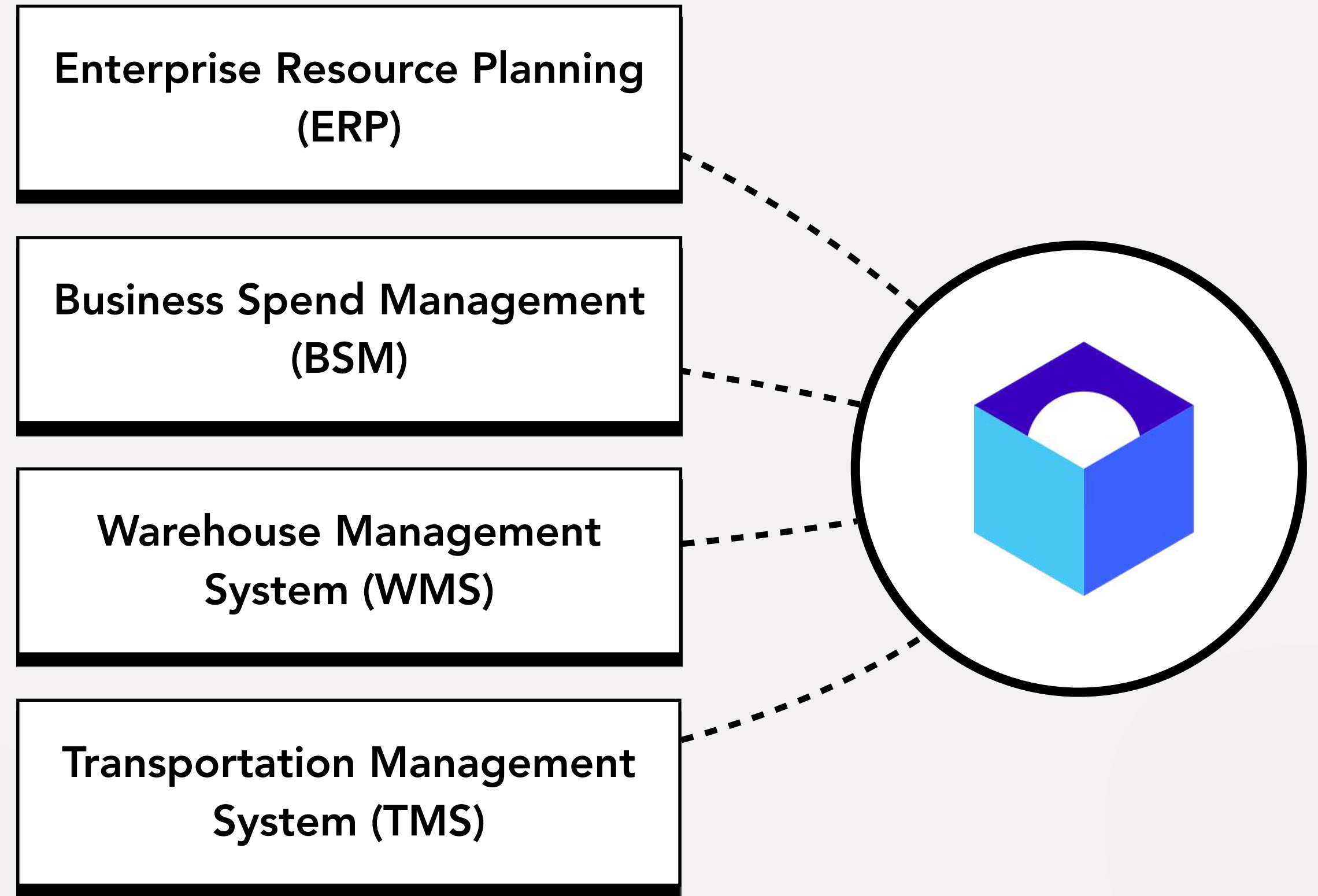
Increase efficiency through standardisation, streamlining of processes and automation. Ensure consistency around the world.

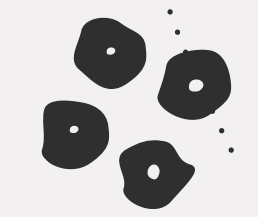
Basic info	
Spec name	Winter Mailer Box
Spec number	PHS-PH00-A00089
External dimensions	
Width	200
Depth	100
Height	90
Type	
Category	Corrugated
Material	
Type	Corrugated
Flute	E
Liner outer	Testliner brown
Liner inner	Testliner brown
Print	
Technique	Flexo



13 Seamless integration to ensure data consistency

Create a bridge between you and your suppliers by sitting on top of ERP systems to create a holistic digital view of the organisation.





Work with better suppliers, better.

Complete visibility and control through a single source of truth. A mission control tool to manage operations, diagnose problems and mitigate risks.

50%

cheaper production

40%

more efficient teams

35%

shorter lead-times

15%

fewer errors



4 Key takeaways from today



The dream of the roaring 20' is (for now) gone. It's survival of the fittest.

COVID has exposed weaknesses in our supply chains. Companies need to adapt and digitise their operations for better visibility and efficiency.

Why is it a blessing in disguise?



Setting up a digital AI-driven organisation of the future

Never let a good crisis go to waste. Modernise quickly and lay strong foundations for the future.

How will it benefit you?



Equipping supply chains with adequate tools to lead on what matters

Help your employees and suppliers drive change. Empower them with the adequate tools to ensure you meet your sustainability goals.

What does that mean on a daily basis?



Technology brings people and organisations together

Sustainability is a common effort; take your employees and suppliers together on the journey with you.

How can we help?



Our mission is to help brands be better at packaging

We need tech solutions to the toughest problems. We'd love to understand your pains. Choppy waters ahead - let's talk!



Thank you for your time!



Victor Grotowski
VP Packhelp Pro
victor.grotowski@packhelp.com

