TRUVANT

Cost Savings and Scalability:

Exploring the Advantages of Outsourcing Packaging

Marketplace Dynamics Today

CPG Markets Trends and Challenges

"After decades of low inflation, companies and consumers worldwide are struggling to cope with the rising cost of living. In 2023, global inflation is forecast at 7.0%, while the global disposable income per household is forecast to grow at 3.8%, failing to keep up with inflation. In this context, cash-strapped consumers are adopting cost-conscious habits, with many of these habits likely to be long-lasting. As a result, businesses must navigate the new consumer reality, in which the focus is firmly on affordability, value, and the cost of living."

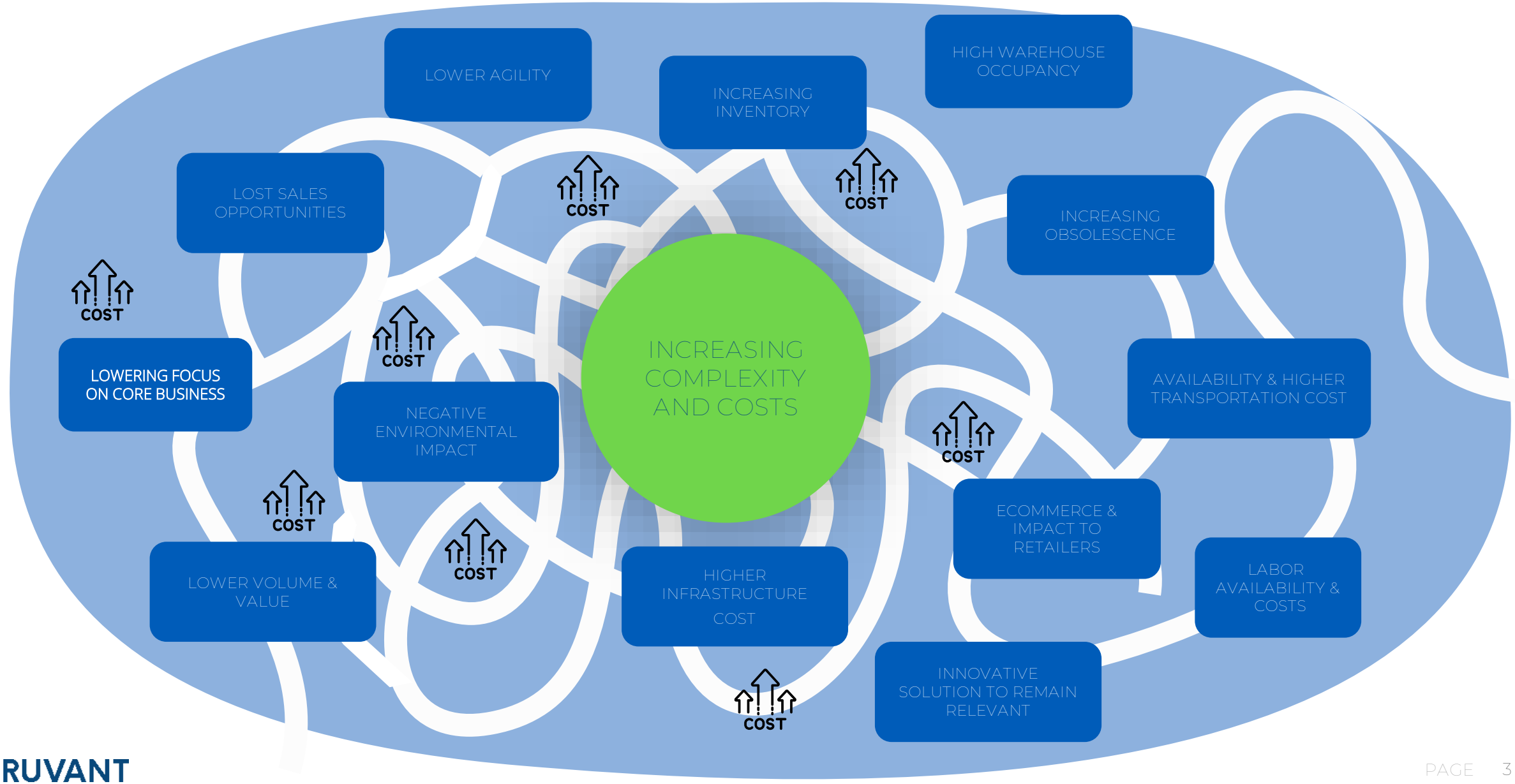
"...most CPG companies continue to address challenges with the tried-and true approaches that they feel have the greatest short-term impact: higher list prices and smaller package sizes. Approximately 60% of the CPG companies surveyed have already implemented multiple price increases. But given the cost-of-living crisis, these measures may be reaching their practical limits, despite the successes of recent campaigns."

"To remain relevant, businesses need to find innovative ways to offer affordability and value to consumers. Importantly, value is not just a "nice price", but also relates to quality, convenience, consumer experience, novelty, nostalgia, authenticity, sustainability, and more. As consumers grapple with rising living costs, businesses that deliver comprehensive value have a better chance of gaining loyalty."

Source: Euromonitor

Inflation & the Impact on the Consumer	**Inflation & the Impact on Demand/ Volume**	**Inflation & the Impact on Costs/Margins**
E-commerce & the Impact on Retailers	**Labor Availability & Costs**	**Transportation Availability & Costs**
Speed to Market Demands	**Need for Agility & Flexibility**	**Sustainability**

CPG Market Challenges



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How Can Contract Packaging Address These Challenges and Add Value?

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Truvant Overview

EUROPE

15
Facilities

3555
Employees

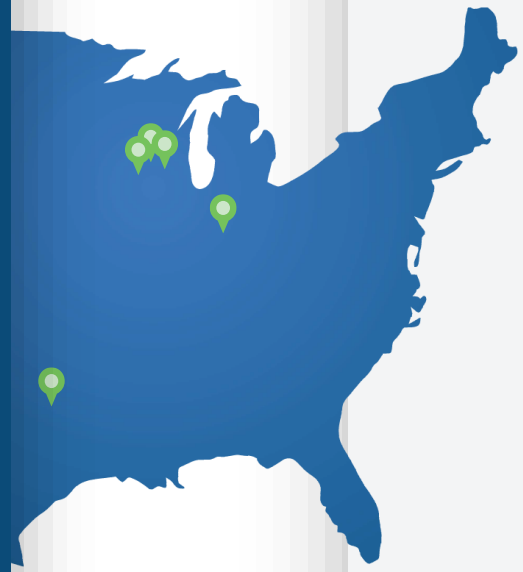
2170
seasonal workers

310
Packing Lines

215.000 m²
Space

596mln $
Revenue

USA



BRONZE 2023 ecovadis Sustainability Rating

Trust the experts in managing complexity

Truvant cooperates with the biggest CPG companies from all over the world. From primary and secondary packaging to display assembling, gift sets, customization, and much more. We support services such as:

All around services provided by Truvant

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How To Address Challenges

INFLATION

COST

- LOWER VOLUME & VALUE
- HIGHER OVERHEAD COST
- LABOR & TRANSPORT AVAILABILITY & COSTS
- INNOVATION

CAPACITY TO ADAPT TO CHANGES:

- Releasement of high-labor processes & costs
- Inventory elimination
- Lower obsolescence (pack to demand)
- Support in package and process design (Innovation & Sustainability)
- Less engineering involved & cost of the agency
- Copacker existing infrastructure
- Copacker existing equipment
- Continuous Improvement Mindset
- Packaging materials delegation

How To Address Challenges

CONSUMER BEHAVIOUR

- AFFORDABILITY
- USE OF E-COMMERCE
- SUSTAINABILITY
- COMPREHENSIVE VALUE REQUIREMENTS

CAPACITY TO ADAPT TO CHANGES:

- Remains affordable thanks to savings delivered by the Outsourcing Packaging
- e-commerce package design and demand execution
- Positive environmental impact resulting in waste and CO2 emission reduction through efficient supply chain set up and "green" package design
- Experience in delivering matching need solutions thanks to comprehensive experience in CPG, knowledge of trends and technological possibilities
- Best-in-class quality and comprehensive Truvant's Code of Conduct assure that service is deliver in right and highly ethical manner

How To Address Challenges

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SPEED TO MARKET

- NEGATIVE ENVIRONMENTAL IMPACT
- INCREASING INVENTORY
- AGILITY & FLEXIBILITY
- LOWERING FOCUS ON CORE BUSINESS
- LOST SALES OPPORTUNITIES

CAPACITY TO ADAPT TO CHANGES:

- The Contract Packaging Company helps to streamline the process of getting the products to the consumers in more efficient manner (pack to demand not on stock)
- Lower overall inventory
- Lower obsolescence
- Lower rework needs
- Flexibility & Agility - capability to answer short production batches (part-pallets quantities) and rapid demand changes
- Following the Customer – be close to the market
- Strong positive environmental impact

"Truvant is A Swiss Army Knife for Consumer Brands"

BCG BOSTON CONSULTING GROUP

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Meet us at our stand for Q&A!