Packaging Innovation Forum
24./25. April 2013, Düsseldorf

Fit for Purpose Packaging Specification

Nestlé ZEUR Procurement
Alfred Benda
Our mission

Our objective is to be the recognised leader in Nutrition, Health and Wellness and the industry reference for financial performance.
The Nestlé story

1867
1938
1960
1980s
2000s
2011

1866
1929
1947
1970s
1990s
2010
2012

Henri Nestlé
Sales by Region

Total Food & Beverages Sales* in 2012 (in billion CHF)

- CHF 92.2 billion in sales in 2012
- 339,000 employees in over 150 countries
- 468 factories in 86 countries

- Americas 41 bn
- Europe 26 bn
- Asia, Oceania, Africa 25 bn

* Each region includes Zones, Nestlé Waters, Nestlé Nutrition, Nestlé Professional, Nespresso, NHSc and JVs
Product Portfolio

- Over 2,000 brands
- 10,000 different products tailored to suit local tastes and needs
- Over 1 billion products sold every day
- A product for every moment of every day, from morning to night and from birth to old age

Unmatched product and brand portfolio
Nestlé Roadmap

Our objective is to be the recognised and trusted leader in Nutrition, Health and Wellness, and the industry reference for financial performance.

Compliance - Sustainability

Creating Shared Value

Nestlé culture, values and principles

Innovation and renovation

Operational efficiency

Operational pillars

Whenever, wherever, however

Consumer communication

Premiumisation

Out-of-home consumption

Emerging markets and Popularly Positioned Products

Nutrition, Health and Wellness

People, culture, values and attitude

Unmatched geographic presence

Unmatched research and development capability

Unmatched product and brand portfolio

Competitive advantages

Good Food, Good Life
European Packaging Base Material Procurement Role & Stakeholder Community

- **Sustainable Cost Base**
  - Market/Material Forecasts
  - Base Material Contracts
  - Spec Project Support

- **Backup Management**
  - Supply Risk Management
  - LEAN Supply Chain

- **Material Pre-Selection**
  - Alternative Materials
  - Compliance Monitoring
  - Source Optimisation

- **Global Pilot Projects**
  - Supplier Development
  - Market Benchmarks

- **Z-EUR Fibre Base Material Team**
  - Technical, R&D, PTC's
  - Local Market Procurement
  - Corporate Functions
  - Zone AMS, Zone AOA

- **Z-EUR Procurement Conversion**
  - (Lead Buyers)

- **Mills (Base Material Suppliers)**

- **Convertisers**

- **Competitive Cost Base**
  - Market/Material Forecasts
  - Material Supply Security
  - NCE / Shared Value

- **Responsible Sourcing**
  - Compliance Management
  - Source Optimisation

- **Corporate Functions**
Fit for Purpose
Material Selection for Packaging Specifications – holistic approach

WHO & WHY?
- Market, Business
- Technical
- ZEUR Procurement
- Supplier
- New Product Development
- Innovation/Renovation
- Ensuring Supply - Backup
Fit for Purpose
Material Selection for Packaging Specifications – holistic approach

WHAT?
- Business Objectives
- Technical Functional Requirements
- Food Compliance
- TCO
Fit for Purpose
Material Selection for Packaging Specifications – holistic approach

With Whom and How?
- Strategic Partners
- Supplier Relationship Management
- Material Database
- Capacities and Logistics
- Responsible Sourcing
- Innovation Potential
Fit for Purpose
Material Selection for Packaging Specifications – holistic approach

Target areas
- Compliance
- Risk Management
- TCO
- Technical Functionality
- Sustainability
- Innovation
- Lean
Fit for Purpose
Material Selection for Packaging Specifications – holistic approach

Target areas
✓ Compliance
✓ Risk Management
✓ TCO
✓ Technical Functionality
✓ Sustainability
✓ Innovation
✓ Lean
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Material Selection for Packaging Specifications – holistic approach

Target areas
✓ Compliance
✓ Risk Management
✓ TCO
✓ Technical Functionality
✓ Sustainability
✓ Innovation
✓ Lean

Thank You!
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