



**Packaging Innovation  
Forum**

24./25. April 2013, Düsseldorf

**Fit for Purpose  
Packaging Specification**

Nestlé ZEUR Procurement  
Alfred Benda

# Our mission

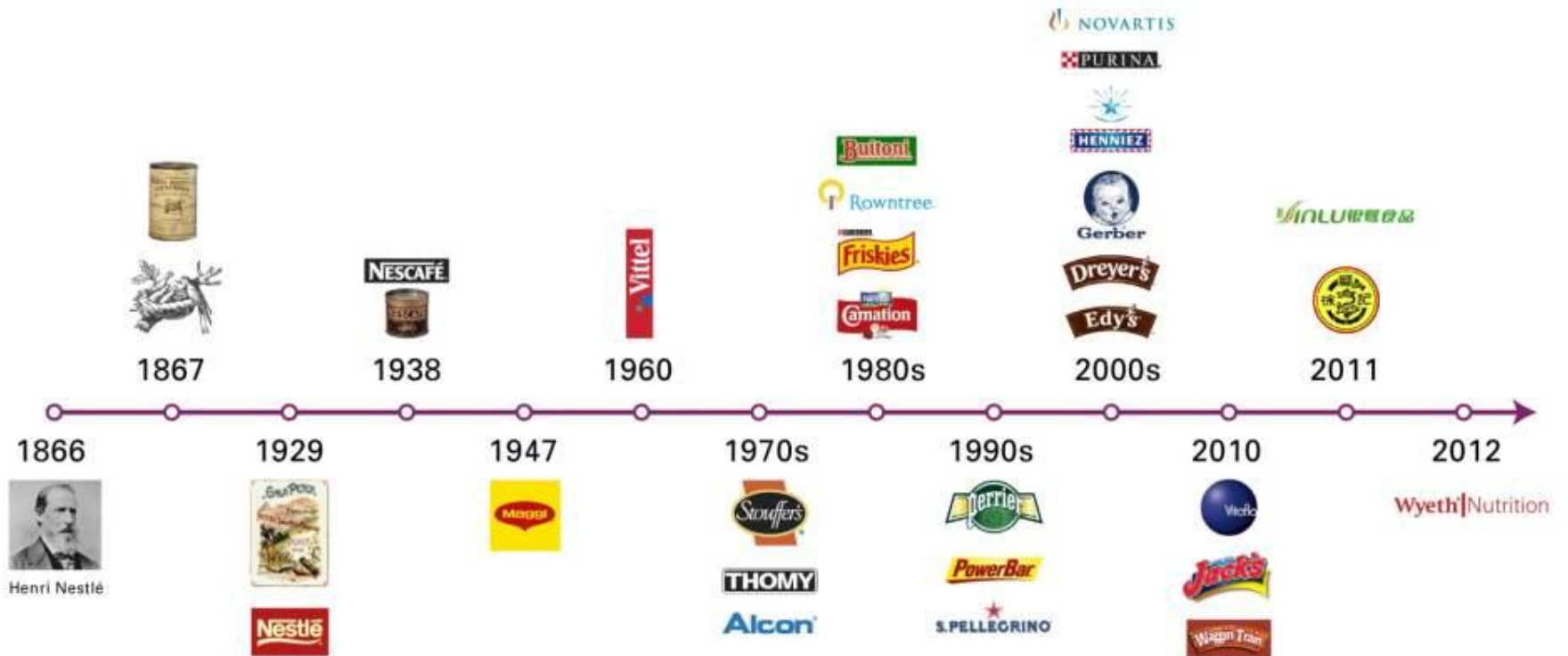
Our objective is to be the recognised leader in Nutrition, Health and Wellness and the industry reference for financial performance

Good Food

Good Life



# The Nestlé story



# 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

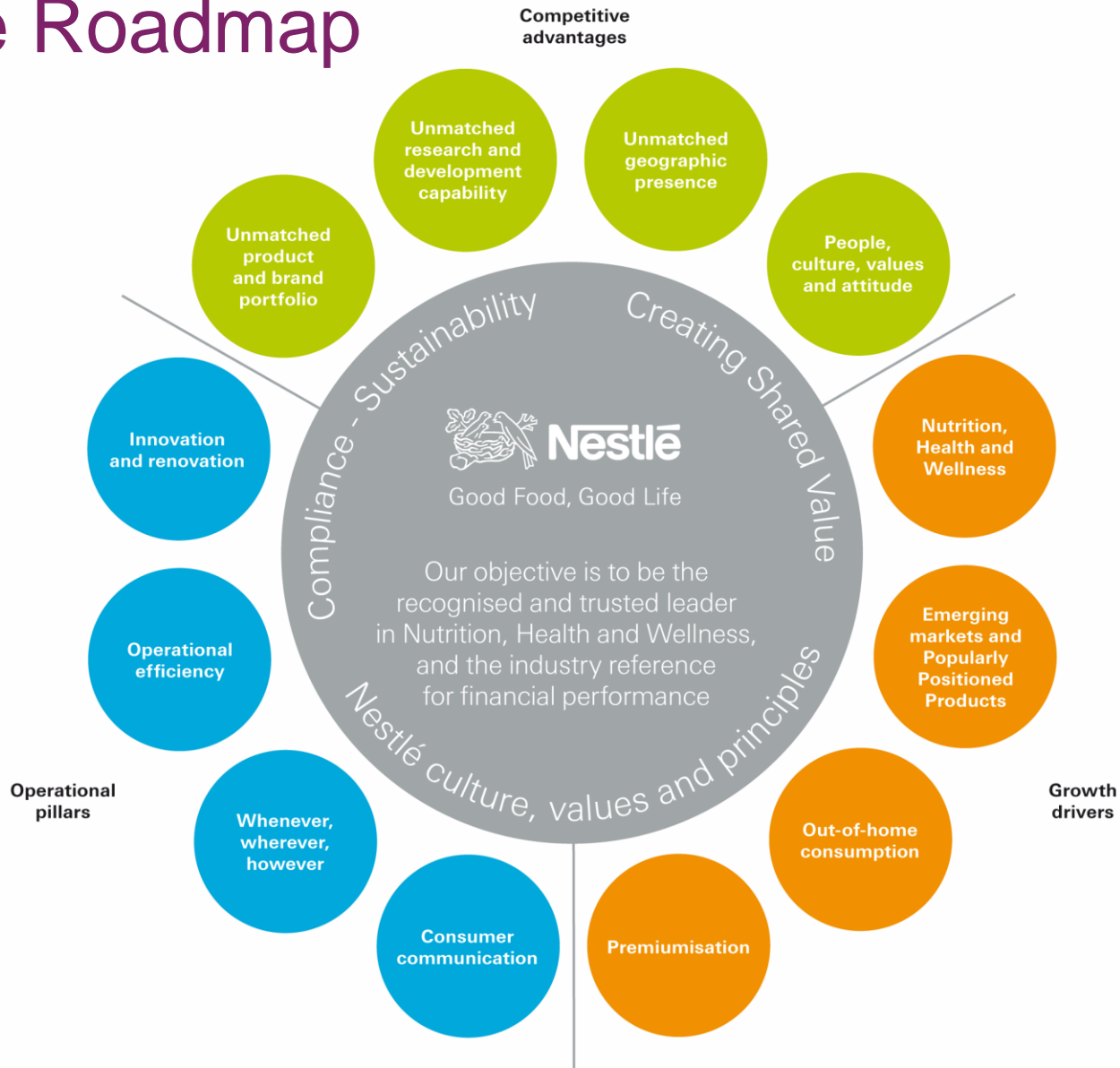


Unmatched product and brand portfolio

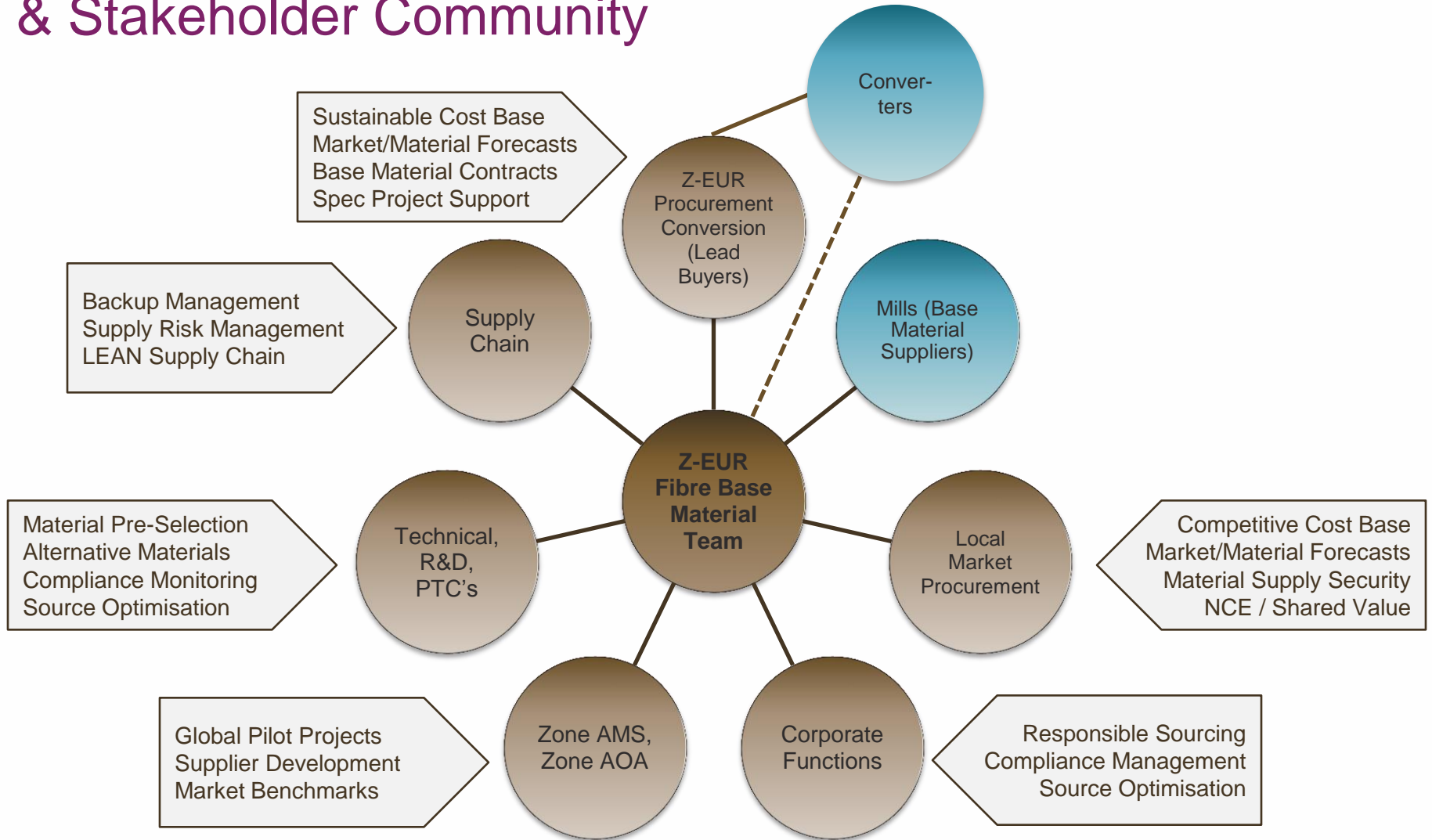
- Over 2,000 brands
- 10,000 different products tailored to suit local tastes and needs
- Over 1 billion products sold every day
- A product for every moment of every day, from morning to night and from birth to old age



# Nestlé Roadmap



# European Packaging Base Material Procurement Role & Stakeholder Community



# 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

# Fit for Purpose

Material Selection for Packaging Specifications – holistic approach



*Thank You !*

## Target areas

- ✓ Compliance
- ✓ Risk Management
- ✓ TCO
- ✓ Technical Functionality
- ✓ Sustainability
- ✓ Innovation
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**Nestlé**

Good Food, Good Life

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