

2007 FPPA Customer Panel

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The Expanding Role Of Design





ABOUT THE PANELIST Al Perez

More than 12 years experience in the graphic arts, offset and flexography printing industry, 5 years experience within the Georgia-Pacific organization as Print Production Manager, North American Retail Towel Tissue And Napkin division, Al Perez is an active member of the FTA since 1994. In his current role as Design Technologies Manager, he is responsible for creating new value, understand new and emerging printing, substrates, materials, structures, technologies and opportunities for the strategic foundation of Innovation and the Point-of-Selection. Interface with new vendors, partners, suppliers, and internal / external resources. Assess, determine and recommend how best to apply these learning's against specific brand strategic initiatives.

The Expanded Role of Design

Over 18 months ago, GP Design Center began a internal study as a collaborative effort to help identify new opportunities, areas of expertise and alternative ways to elevate the perception, value and output of the GP Design Center now and well into the future. As the result of key changes at GP since the project's inception, the importance of this initiative has elevated to become strategically aligned with broader corporate imperatives.

The Critical Role of Design

- Provide a **strategic voice** and critical perspective in the collaborative brand and product development process.
- Enhance the **functional and emotional aspects** of product, packaging and point-of-sale material, in order to elevate the consumer experience.
- Maintain a strategic perspective and business focus to **drive value creation** through profitable growth.
- Foster the customer relationship, **empowering the retailer** and supporting their success.
- Proactively identify opportunities through meaningful **insights in design trends and industry best practices**.
- Deliver design services that successfully **reinforce brand essence**, an overall **quality perception and clarity** of communication.

The consumer products landscape continues to be challenging:

- **Retailers** are locked into fierce competition to offer unique shopper solutions to distinguish their competitive offering
- With access to more information and options than ever before, **consumers** are increasingly selective and demanding
- **Marketers** need to find new ways to engage consumers in low involvement categories and balance the needs of stronger retailers

Can design make a difference at CPG's?

- Successfully translating brand strategy into impactful retail communications
- Identifying meaningful design and consumer products trends —and their implications to CPG company brands
- Exploring the world of new materials and technologies, to identify state-of-the-art printing materials and techniques
- Identifying innovative packaging forms and structures
- Identifying and leveraging new ways of merchandising and creating consumer delight at Point-of-Selection

The Expanded Role of Design

Increasingly, forward-thinking corporations, brands and retailers are recognizing the key role that design plays in their success. At the highest level in these organizations it is acknowledged that design is much more than a “pretty package,” or a last-minute consideration of the manufacturing and marketing process, but a fundamental part of establishing and retaining a meaningful consumer/customer experience.



What's In It For Me?

*How do we currently work with our plate-makers
& How do we determine fit to projects*

- Increased collaboration with your CPG current and future customers by working on-site, increased design & brand focused visits, insightful contribution during brand strategy development meetings, and providing key industry insights are crucial to organically growing your business.
- Create real value through economic means. Consider a Demand met by Supply approach opposed to the traditional Supply meeting Demand model. Perceived value forcibly becomes real value.
- Maintain a strategic perspective and business focus to **drive value creation** through profitable growth.
- Deliver design focused services that successfully **reinforce brand essence**, an overall **quality perception and clarity** of communication.