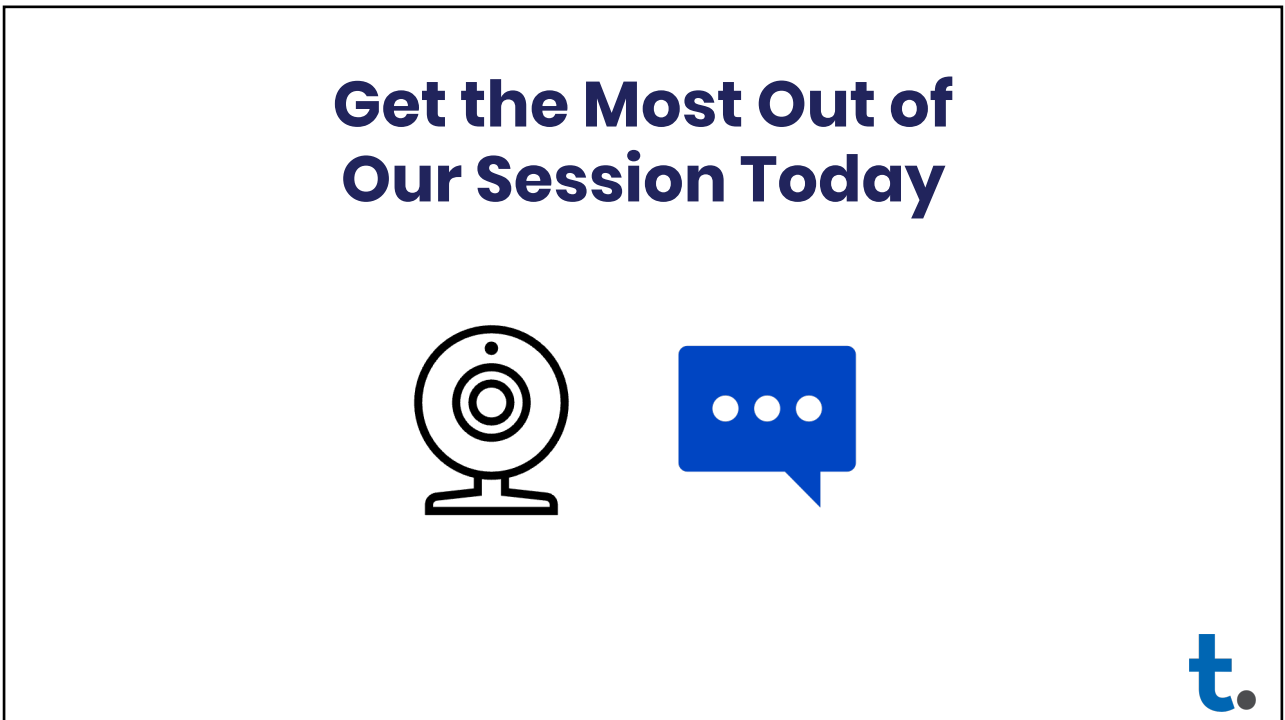




1



2

What to Expect

- 60 minutes
- Ask questions as we go along
- Recorded



3

Today's Objective

- Provide you with the knowledge, tools and techniques to grow your packaging business
- Understanding the Antalis opportunity
- Target market, target individuals, engaging with prospects, support for dealers
- Identify opportunities to deliver value and move away from a commoditised offer



4

Magic matrix

Product Groups

	Packaging	2	3	4	5	6	7
A							
B							
C							
D							
E							
F							

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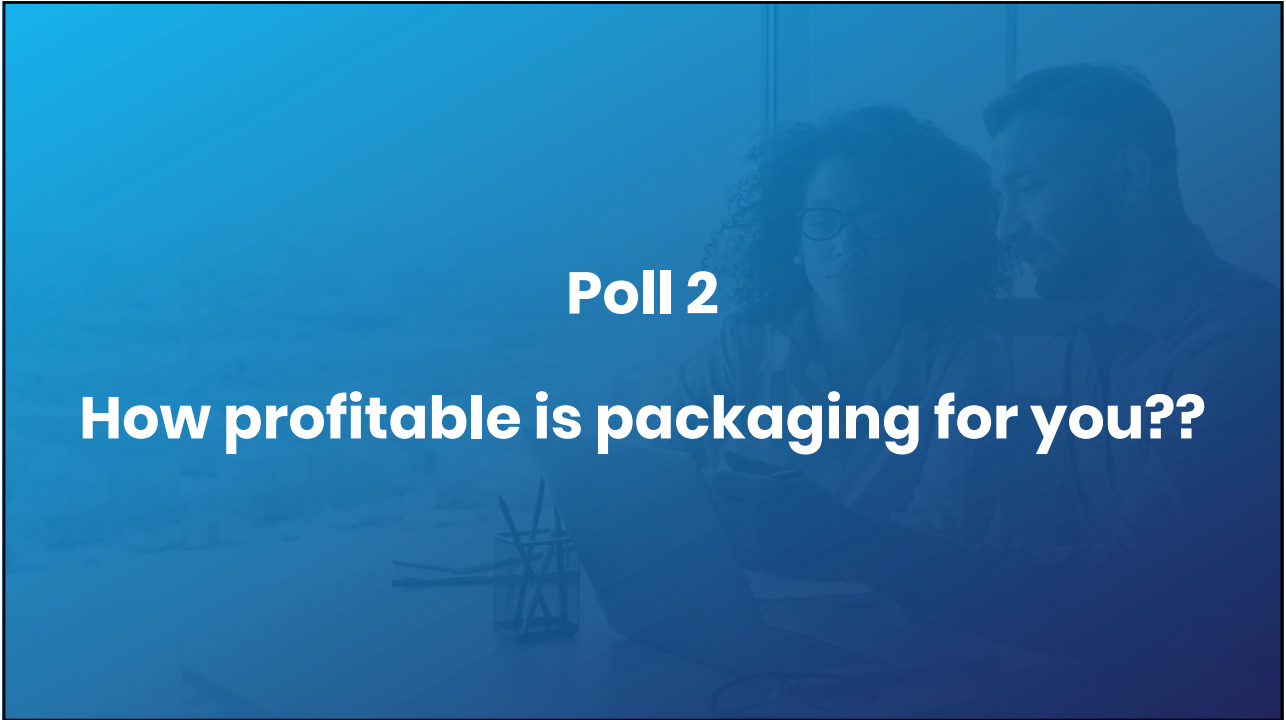


5

Poll 1

Do you currently sell packaging?

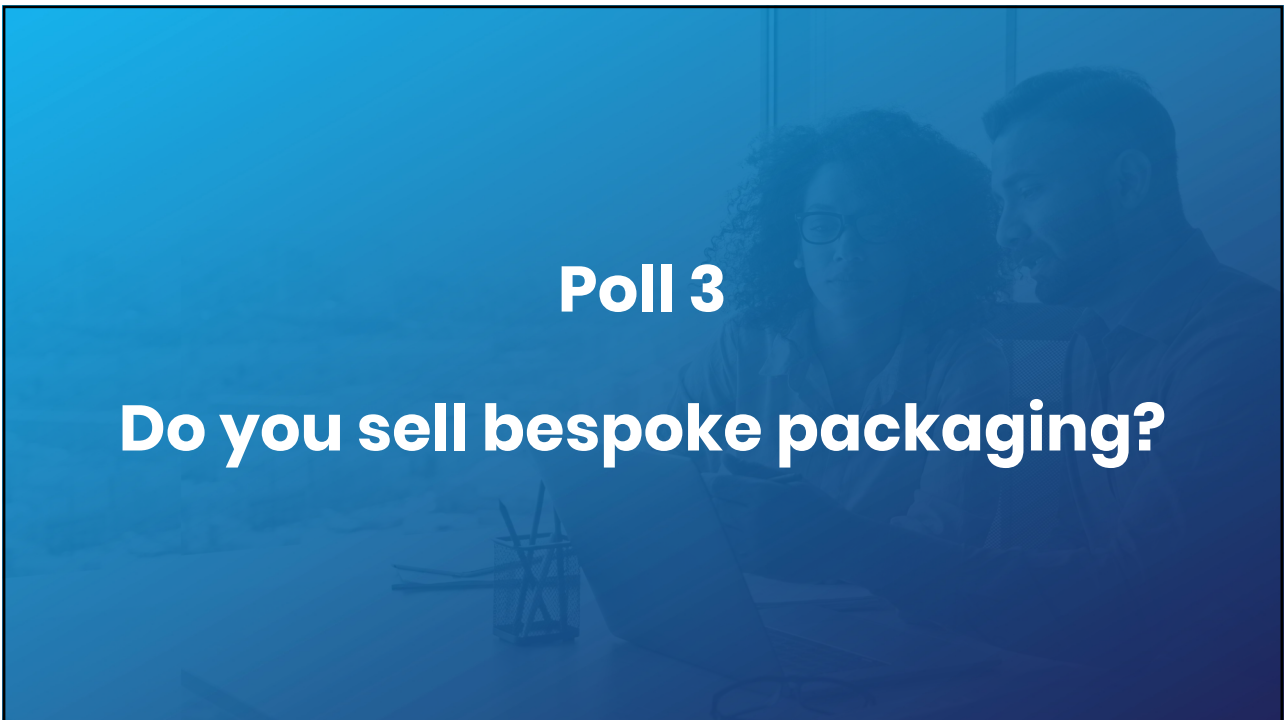
6



Poll 2

How profitable is packaging for you??

7



Poll 3

Do you sell bespoke packaging?

8



9

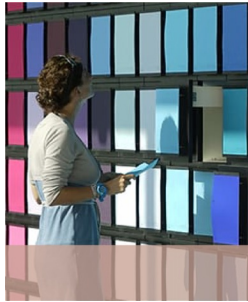
Welcome to Antalis

- Ian – Packaging Sales Manager
- Stuart – Channel Sales Manager
- John – Head of Sustainability, Innovation and Design



10

What do we do?



Office and creative papers, for printed communications or everyday needs



The best media support for your communication projects



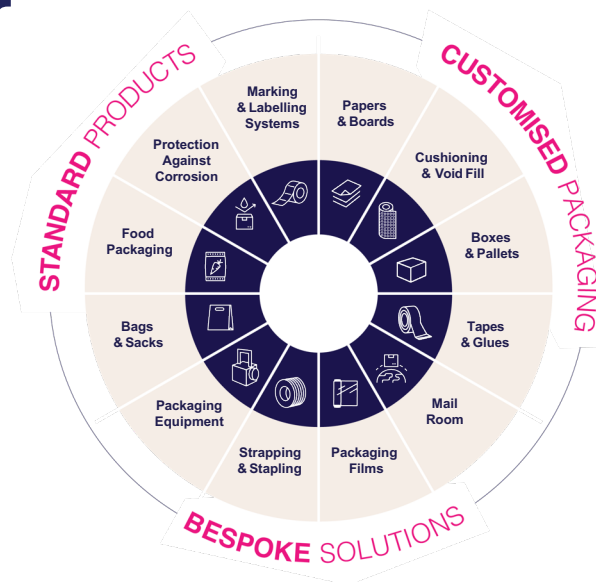
Standard and bespoke solutions for your packaging process and supply chain



11

What we offer

We have a wide range of products with over **53,000** products available



12

What we offer



STANDARD PRODUCTS

Relevant, reliable and effective product range for providing the best packaging solution.



CUSTOMISED PACKAGING

Made to your unique specifications - from cut and size, to packaging design - created by our Product Experts and Process Specialists.



BESPOKE SOLUTIONS

Innovative solutions - from packaging process optimisation to product protection - designed by our Packaging Engineers.



13

What we offer

— Subtle branding and interactive packaging



Branding, key information and messages are printed on the box



14

What we offer

- Stretch film
- Demand expected to increase by 3%
- Introduced a complete 30% recycled content range of
- Blown hand films
- Lower thickness performance films = use less film
- Stretch Consult



15



The Opportunity

16

What's the opportunity?

- Market size estimated at £2.5 billion
- Secondary and tertiary packaging – not primary
- Average spend per head estimated @ £62.50 based on 40 million in the UK
- Margin – variable – 2 x companies / 1 x partnership / shared margin
 - Volume driven and who the competition is – off the shelf vs bespoke – solution and process – more than one way to look at cost, it is not just the cost of the packaging product
 - Bespoke solutions potentially generate a higher margin opportunity



17



Target Market

18

Target market

- What type of organisations should we be targeting?
- Coming away from price and looking at adding value
 - Recognition of what value is – more than one way to take cost out
 - By using an engineered solution – can include process – can we make it more efficient
 - Retail distribution case study to talk through (pdf attached and can be distributed)



19



Target Individuals

20

Target individuals

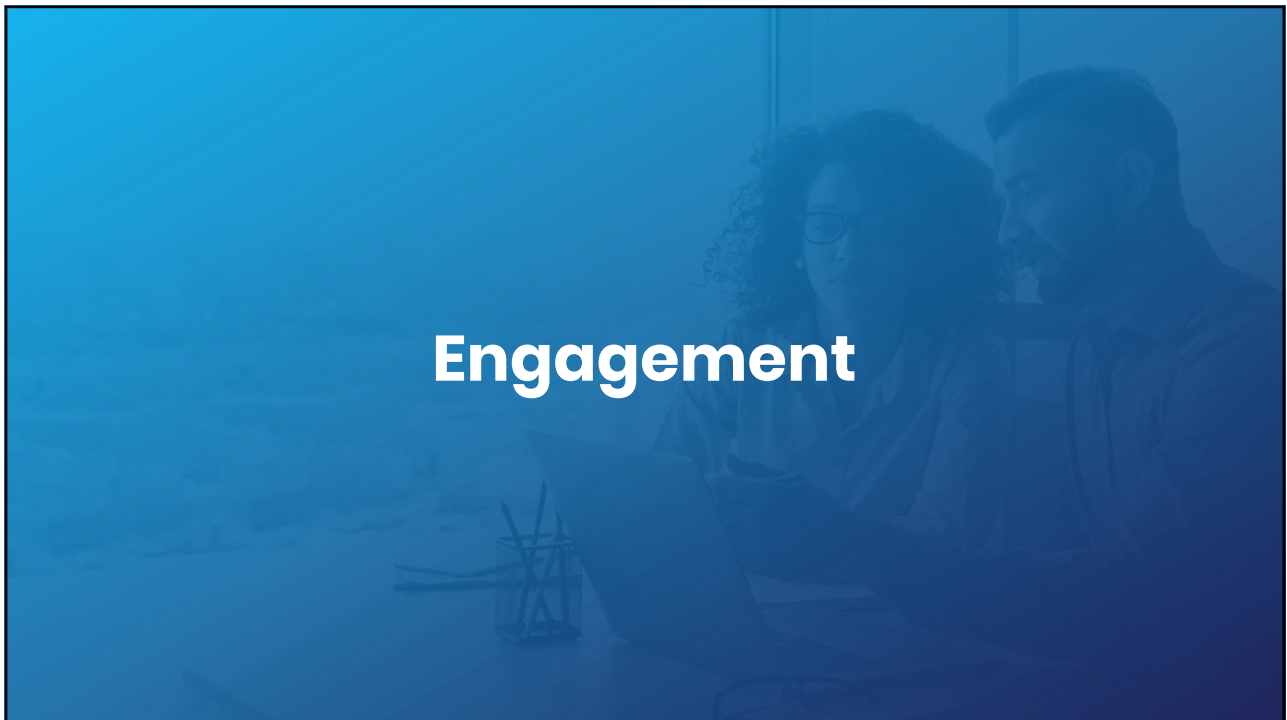
- Personas within organisations

- Owner/MD
- Finance Manager/FD
- Buyers
- Operations Managers
- Logistics Managers
- Packaging Profels
- Marketeers
- CSR/ESG Managers

- Role, pain points
- Existing customers
- Asking for referrals



21



22

Why will people buy?

- Not show up and throw up (features and benefits)
- To solve a pain
- Relationship / Trust
 - Advice
 - Credibility
 - Solution



23

Engage

- How to start a conversation
- What to say
- Existing customers – internal referral
 - “Could we bring our packaging specialist in to look at your operation” (depends on company size and opportunity)
- Questions to ask
 - Pain, budget, decision



24

Conversation openers

- Relationship – trusted advisor
- Referral to talk to the right person



25

A blue-tinted photograph of two people, a woman with glasses and a man, looking at a laptop screen together. The text 'Support for dealers' is overlaid in white.

Support for dealers

26

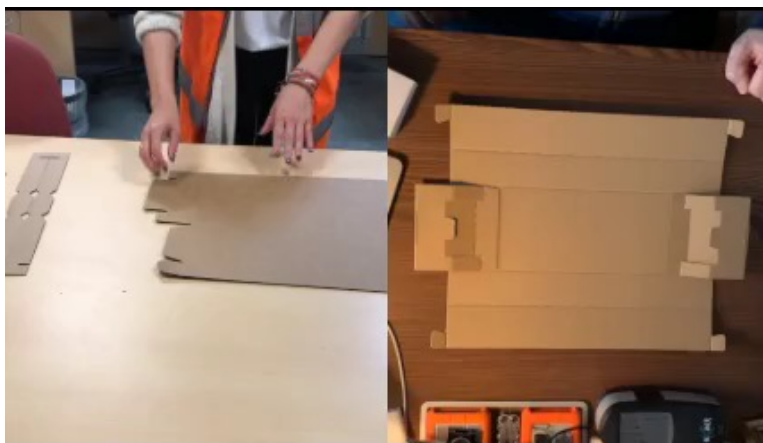
Support for dealers

- What support is available? Marketing, field sales support, further product training?



27

A final thought



28



29

Magic matrix

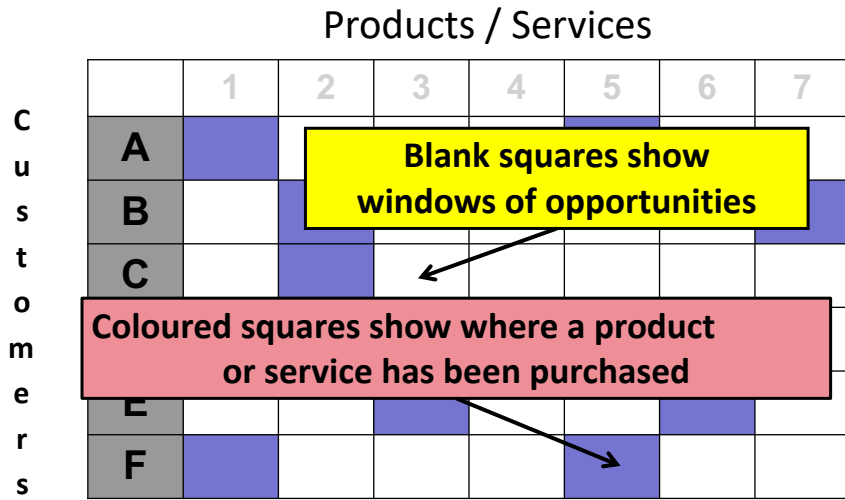
Products / Services

	1	2	3	4	5	6	7
A							
B							
C							
D							
E							
F							



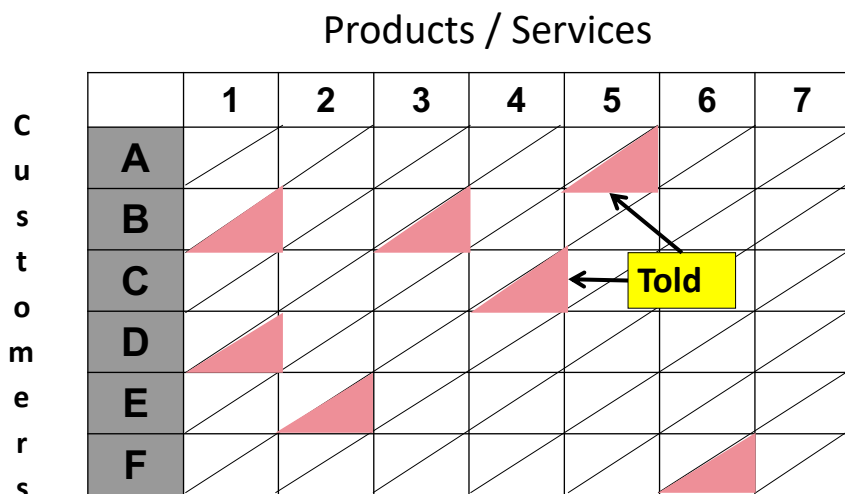
30

Magic matrix



31

Magic matrix - told



32

Magic matrix - sold

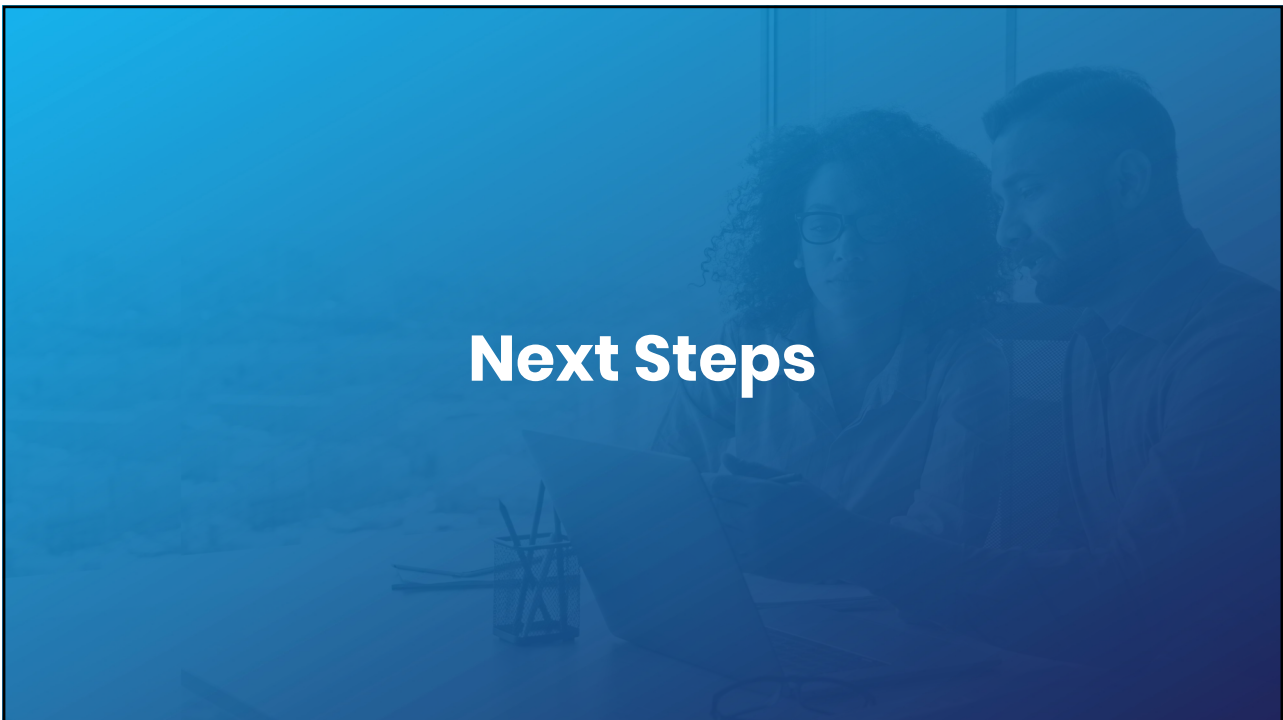
Products / Services

	1	2	3	4	5	6	7
A							
B							
C							
D							
E							
F							

Told (pointing to cell C5)
Sold (pointing to cells E7 and F6)



33



34

Next Steps

—Take action



35

Wrap up

—summary



36