



Van Genechten Packaging

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**OUTSTANDING  
PACKAGING.  
DRIVING  
BUSINESS.**

Food | Non-Food | Premium

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pan-European presence

Family owned - Since 1834

- HQ
- Production sites
- ▲ Sales representative offices

### Key figures (2020) – packaging division:

- Sales volume: 350 M€
- People employed: 1.600
- Production sites: 10
- Invest-volume: 2021: 40M€

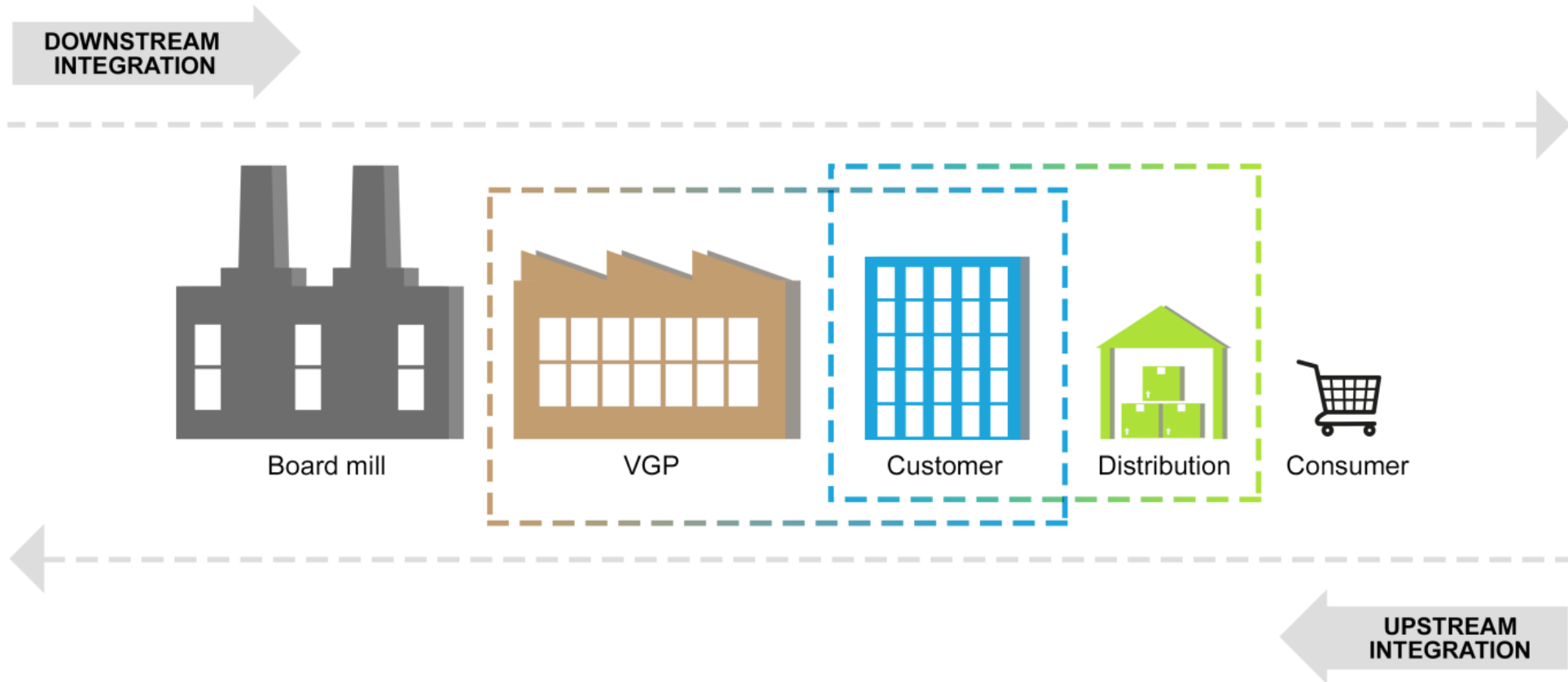
### Key success factors:

- Design and Development in house, Value-Engineering
- Privately owned, strong balance sheet
- Range of activity: Each site with own Expertise (Display, boxes, Microflute, Rigid)
- Clear focus on CUSTOMER, European foot print



In-depth knowledge & skills

## Integration with Customers – How is the communication setup?



## Challenges of the industry

### Industry challenges

- 600 plants in Europe to produce packaging material
- Thousands of customers - Billions of SKU's
- No industry standard on ERP or MIS

- > Multisite cooperation plus blistering competition
- > Extreme complexity and data amount
- > No automatic data interchange

### Overall trends

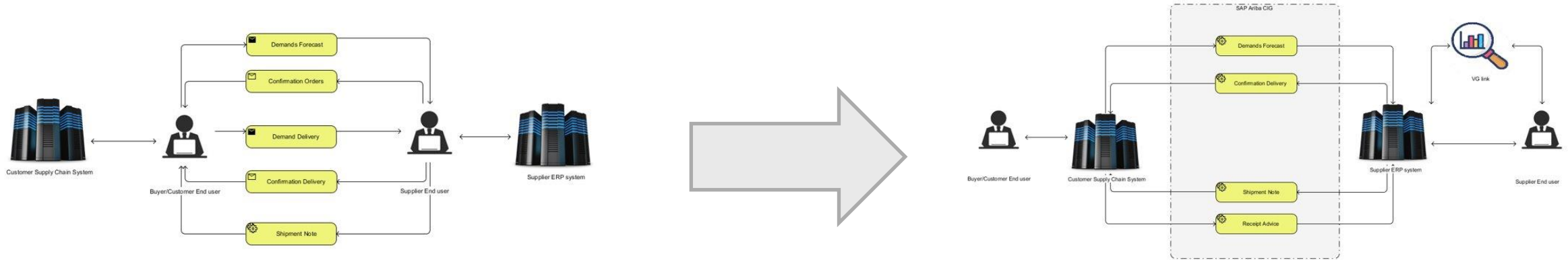
- No qualified personnel available
- Complexity is rapidly raising
- Supplier integration for Customers is key

- > Who does the WORK?
- > How to handle DATA in future?
- > We want to be part of our customer, but how?

### Often underestimated:

Small – Midsized companies live in different worlds compared to mayor companies which makes cooperation often different (not understanding each other / unclear roleplay).  
Ariba can build a bridge here (now new processes, guiding framework).

# Best practices



## Best use:

- in very complex environments where user “interaction” can cause butterfly effects
- Complex data: Daily processing of a demand of 9 million articles spread of time and multiple factories and multiple customers
  - == > In a uniform / standardized way!

## Result (advantages):

- Allows users to focus on “emergency” and “new product implementation
- Cheaper internal implementation cost
- Reduce manual interaction
- Better data
- Easy hop on for second user

## Summary

- Efforts for implementing are on a reasonable level
- Platform functions very good for data-interchange
- Using the platform does definitely not require to be with SAP in general
- Data quality, that is exchanged, is on an excellent level (compared to human involvement)
- Automatic interchange offers reduction on communication complexity

Future can only be to reduce jobs that can be automated (due to HR cost *AND availability of people*), additionally it is obvious that DIGITALIZATION offers opportunities in automatic collaboration and increase of the amount of data, being interchanged also real-time then.

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