Van Genechten Packaging

OUTSTANDING PACKAGING.
DRIVING BUSINESS.

Food | Non-Food | Premium

Disclaimer

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: <u>2021</u>: 40M€
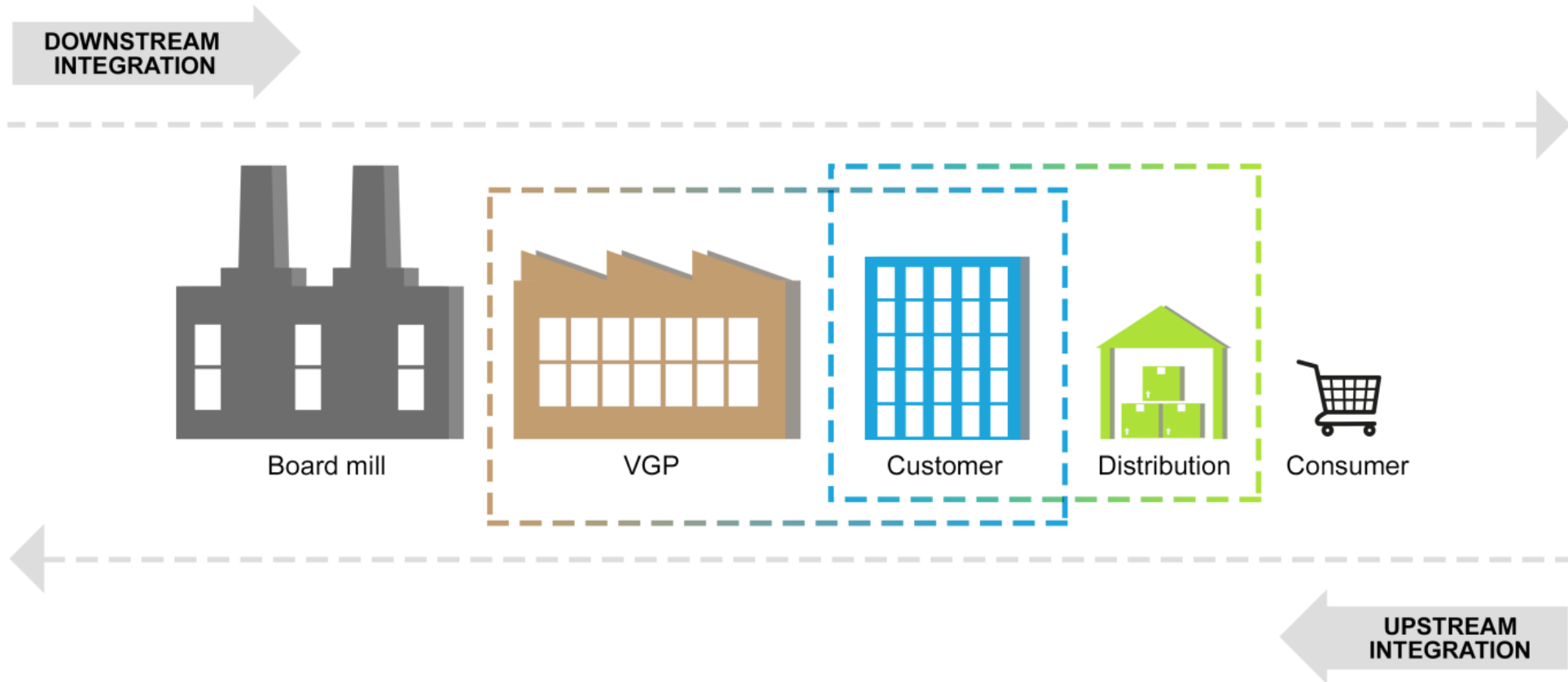
Key success factors:

- 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

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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

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

Overall trends

- No qualified personnel available
- Complexity is rapidly raising
- <u>Supplier integration</u> 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).

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Best practices
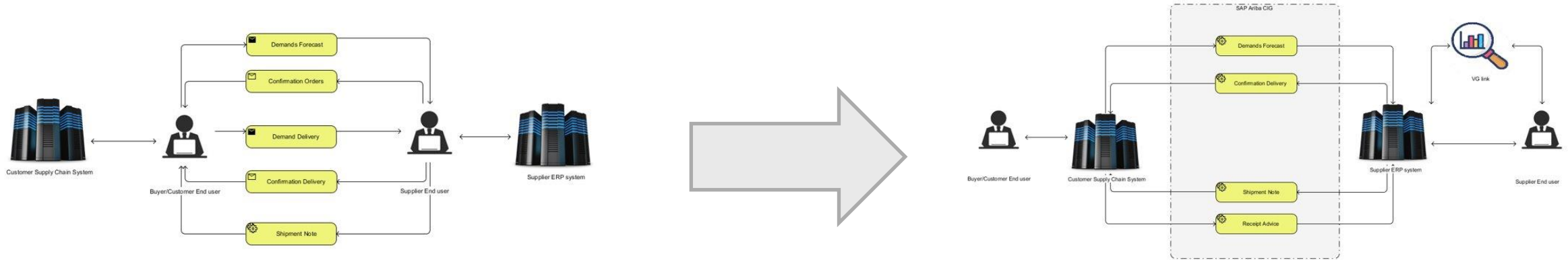
Best use:

- 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 implemenation cost
- Reduce manual interaction
- Better data
- Easy hop on for second user

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

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