



# Multi Packaging Solutions / WestRock

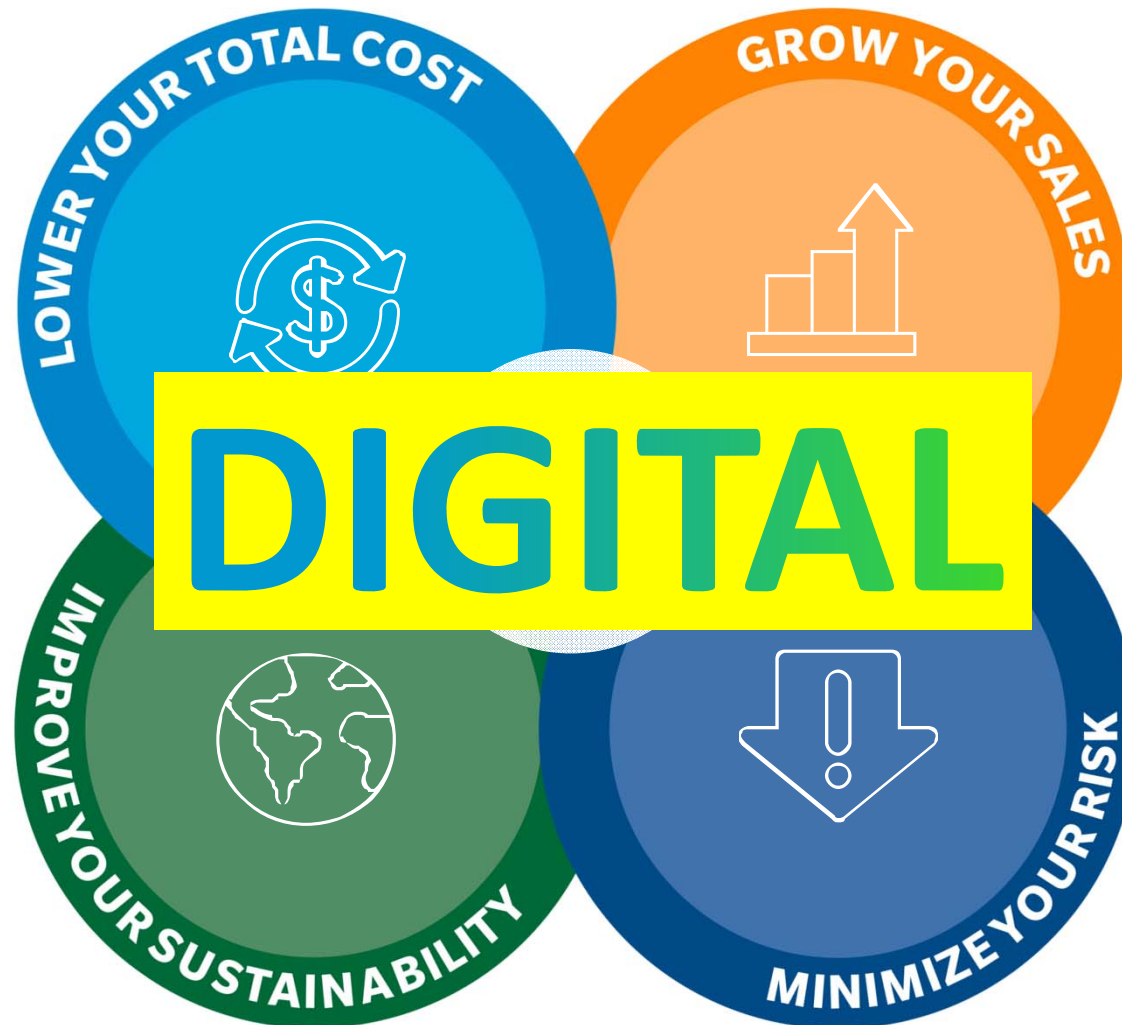
## Navigating the Direct to Consumer Channel

Steffen Schnizer MD / SVP Sales Global Beauty and Personal Care at MPS  
Obersulm, November 8, 2017

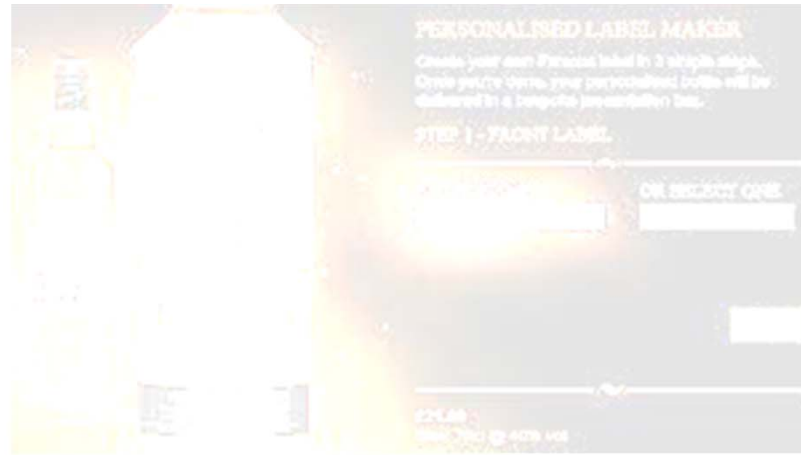


# Value delivery model

Delivering winning solutions to our customers







Digital...?



**Process**



**Innovation**



**Costs**

**Supply Chain**



**Sales**



**Digital**

**Value**



**Connectivity**

**Technology**



**Consumer insights**



**Agility**



**Data**

# Innovation

Supply Chain

VMI





# Innovation

Digital Printing / Personalization

# Innovation

## Security





# Innovation

Smart Packaging /  
Connected Packaging



# Packaging as a Media Channel

## Packaging as a media channel

- Packaging reaches out to the consumer
- Products ARE a social network
- The unmet needs of consumers go beyond the single product
- The channel can host advertisement of other complimentary products & redefine consumer centricity



**Thank you!**

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