



# Supply chain is broken

19<sup>th</sup> March 2014, Bratislava

A decorative graphic at the bottom of the slide consisting of overlapping geometric shapes in shades of red, orange, and grey.

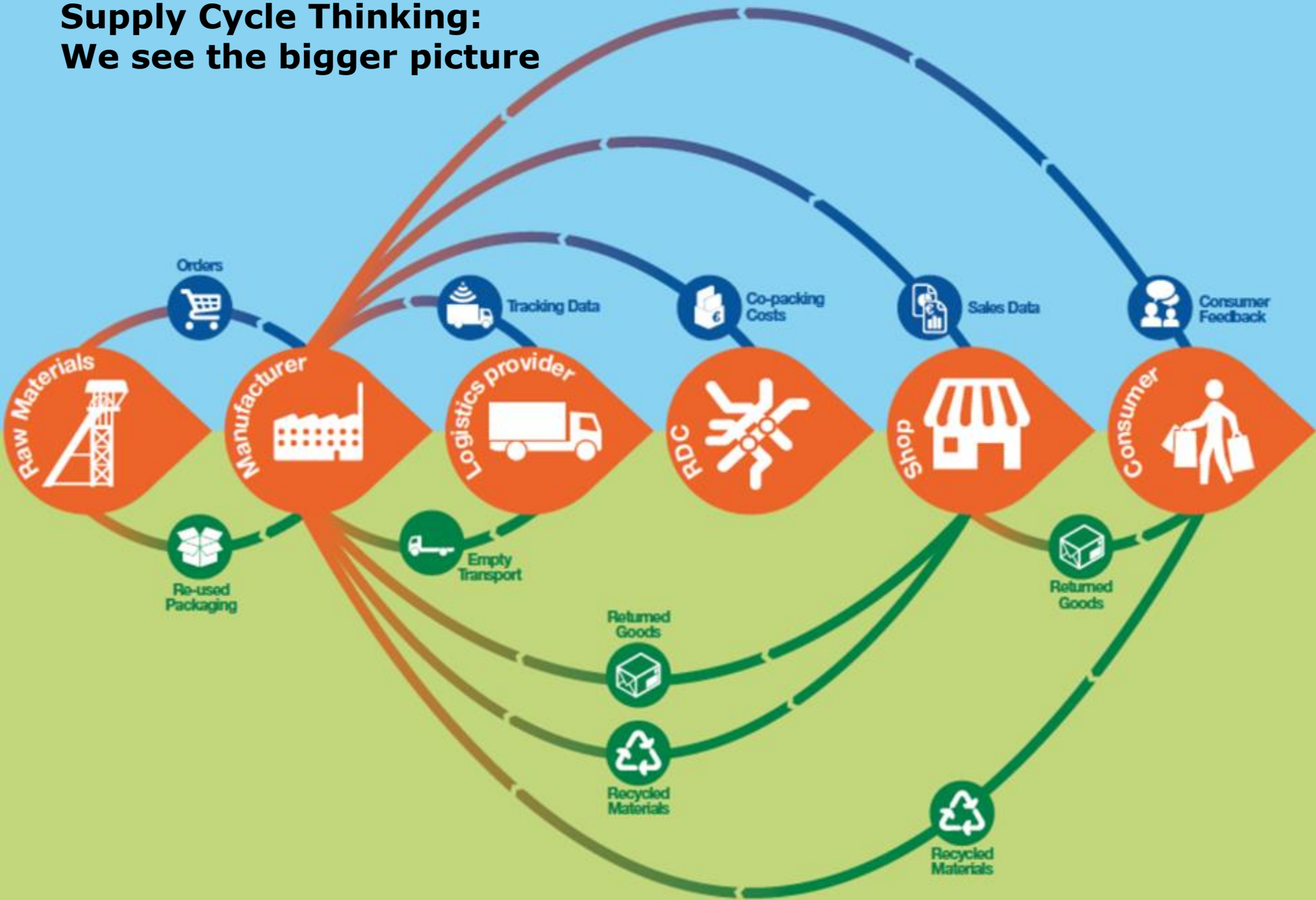
The Power of Less®

## Introduction

A diverse group of business professionals, including men and women of various ethnicities, are seated in a row, looking towards the right. They are dressed in business attire, such as suits and blouses. The background is a bright, modern office setting with large windows.

Today we are all facing mounting economic and environmental challenges and the need to do more with less

# Supply Cycle Thinking: We see the bigger picture





# Integrated Packaging

There aren't three types of packaging. There's just one.

If you're still thinking in terms of 'primary, secondary and tertiary packaging' then you're overcomplicating your job. At DS Smith, we believe there's only really one kind of packaging, the kind that works together.





# Moment of Truth Zero

Backroom workers can make or break your product. But no-one's talking about them



A KUKA industrial robot is shown in a factory setting. The robot has a grey body and orange arms. A tablet is mounted on its head, displaying a simple cartoon face with large eyes and a red mouth. The robot is positioned over a workbench with a metal mesh surface. In the background, there is a rack filled with small, cylindrical components. The overall scene is brightly lit, typical of an industrial environment.

# Packaging is Information Technology

Packaging doesn't just carry your product. It carries information too.

A close-up photograph of a colorful chameleon, likely a panther chameleon, perched on a green plant. The chameleon's skin is a vibrant mix of blue, green, and orange, with intricate patterns and textures. Its large, prominent eye is a striking blue-grey color. The background is a soft, out-of-focus green. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

# Agile Packaging

Your packaging needs to be as adaptable as your products.





# Just-In-Space

“m<sup>3</sup>” is the new “time”





# Hyperlocal: the business model of the future

Production is moving from global to local. DS Smith is already there.

LEMONADE

25¢

# Supply Cycle Performance

The industry sells tonnes. Customers are buying supply cycle performance.







Are you beginning to believe in  
the Power of Less?



## Information

## Solution(s)

At DS Smith, we are passionate about doing more while using less. By gathering insight from every stage of the supply chain, we innovate solutions that ensure performance and efficiency at every stage of the chain



Let's talk about putting the power  
to work for you.





# Thank You

Merci

Grazie

Danke

Gracias

Tack

Tak

Köszönöm

Dziękuję

Děkuji

Kiitos

Dank je

**The Power of Less®**