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Georgia-Pacific now offers a new Packaging Systems Optimization (PSO™) Program to help companies reduce total packaging costs and achieve greater sustainability with a short lead time. The PSO process includes a Total Cost Analysis (TCA™) tool which quantifies supply-chain savings and measures sustainability impacts, including fiber and energy use and greenhouse gas emissions. For each PSO project a team of Georgia-Pacific engineers and experts assesses a customer's supply chain, including package design, material optimization, shelf impact and SKU consolidation, as well as line productivity, material handling and distribution.

Reduce packaging costs

The new Packaging Systems Optimization (PSO) program from Georgia-Pacific helps companies reduce total packaging costs and achieve greater sustainability with a short lead time. The PSP process includes a Total Cost Analysis tool that quantifies supply chain savings and measures sustainability impacts, including fiber and energy use and greenhouse gas emissions. For each PSP project, a team of Georgia-Pacific engineers and other experts assesses a customer's supply chain, including packaging design, material optimization, shelf impact and SKU consolidation, as well as line productivity, material handling and distribution. The program provides customers with a complete PSO Review — along with a comprehensive plan that might include recommendations for innovative packaging designs, significant fiber reduction, energy savings and productivity improvements — in just three weeks.

— *Georgia-Pacific Corp.*

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