

## Product Updates

Georgia-Pacific's (GP) **Packaging Systems Optimization (PSO™) program** helps companies reduce total packaging costs and achieve greater sustainability with a short lead time. With customers realizing overall packaging cost reductions of generally 3 percent or more, PSO gives companies an advantage in the race to streamline processes and meet sus-

tainability goals of major retailers. The program has identified \$40 million in cost savings for customers annually, GP says.

The process includes a Total Cost Analysis (TCA™) tool that quantifies supply chain savings and measures sustainability impacts, including fiber and energy use and greenhouse gas emissions. For each PSO project a team of GP 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.

Designed to deliver results quickly, the program provides customers with a complete PSO review in just three weeks. It details a comprehensive plan that may include recommendations for innovative packaging designs, significant fiber reduction, energy savings, and productivity improvements.

The PSO program was developed at GP's Innovation Institute™, a creative, collaborative environment where GP and customers identify and reduce supply chain costs, increase shelf velocity, and measure sustainability factors. For more information, go to [www.gpinnovates.com](http://www.gpinnovates.com).