

COURAGE AND LEADERSHIP

Purpose and innovation driving brand competition in digital era

As today's Millennials and Generation Z continue to accelerate the changes in the way we shop, what we eat and how we live, the whole narrative of what brands must deliver to modern-day consumers has undergone profound transformation in a very brief time frame.

Gone are the days of purchase patterns being influenced by demographics alone. Millennials and Generation Z are consuming in the unprecedented new age of technology disruption, where decisions are being made not solely by price, but by personal alignment with brands and their visions.

Beyond the path to purchase, these new consumers are publicly documenting their journey with products on the world stage through their social media streams—constantly challenging CPG (consumer packaged goods) brand-owners on their impact and reach.

With new concepts such as circular economy, zero plastics waste, omnichannel retail and asset digitization now part of everyday conversation in the packaging industry, retailers and brand-owners are deploying dedicated rapid response teams that seem to innovate at the speed of light—showing courageous leadership in their quest to stay relevant.

In this light, we are proud to present the second annual edition of our **PAC Connect** magazine—featuring PAC member thought-leaders providing their insights on relevant industry issues.

Our cover this year features the Roxy Hotel Theater, in the Tribeca neighborhood of New York City, where we will host our *ONEof100 Summit* on February 26, 2019. (It's not too late to book a ticket!)

Now in the fourth year of our **PAC Global Leadership Awards** competition, we are thrilled to be staging our showcase of breakthrough packaging innovation in New York City—the true epicenter of FMCG (fast-moving consumer goods) manufacturers and their brand agencies.

To that end, we have created the *ONEof100 Summit* not just as an occasion to celebrate these winners, but also to educate our audience about the dynamic changes impacting the value chain of the packaging sector—in hopes of inspiring attendees with answers and insights into some of the most difficult questions facing brands today.

More than ever before, PAC remains steadfast in our goal to continue to innovate and grow our offerings for members. Events like *ONEof100*, and our annual awards celebration, present a unique opportunity for our members from across the value chain to come together and build critical relationships.

Kicking off the summit, fresh from his high profile announcement with several prominent global brand CEOs at last month's World Economic Forum in Davos, Switzerland, is Tom Szaky, a brilliant millennial thought leader who is arguably one of the most creative waste management experts of our time.

Founder of the world-renowned upcycling pioneer **TerraCycle**, Szaky will talk about his latest disruptive reusable

packaging initiative called Loop—a circular shopping platform that transforms the packaging of your everyday essentials from single-use disposable to durable, feature-packed designs.

Already, Loop has drawn references to being “the milkman reimaged,” honoring our past from a modern perspective by championing a sustainable approach to packaging—with a distinct vision of partnering with the world's biggest brands to reduce packaging waste.

Also making an appearance at *ONEof100*, and featured in the pages of this year's *PAC Connect*, are packaging experts from **Procter & Gamble (P&G)**, the recognized leader in CPG innovation who will discuss their game-changing sustainable package innovations targeted at the e-commerce buyers.

With the conversation no longer limited about how the consumer products perform on traditional store-shelves, there is an urgent imperative for new unique approaches to positioning products for a digital landscape serving the fast-growing online audience.

To that end, prominent thought leader Aidan Tracy of *sgsco* will discuss his insights on the unfolding ‘Big Shift’ from Point of Sale to Moment of Sale mindset. As the path to purchase has changed and prominent brands are finding out the hard way that focusing on producing state-of-the-art packaging for store shelves is no longer enough, brands must act quickly to devote more resources to the e-commerce world, where physical store shelves are no longer the critical point-of-sale.

With this year's edition, we have also endeavoured to showcase the type of leadership required in this new era with an ever-changing consumer landscape. Brands like **Nespresso**, focused on ethical living, and **TC Transcontinental**, a company that has undergone a transformation from being Canada's largest printer to becoming a North American leader in flexible packaging, show the importance of courage, commitment and collaboration to attain successful brand leadership in 2019.

As a parting note, I would like to extend sincere gratitude to our wonderful event and publication sponsors, without whom none of this would have been possible.

To that end, a big ‘Thank You!’ to platinum *ONEof100 Summit* sponsor, **sgsco**, and silver sponsors, **Atlantic Packaging Products Ltd.** and **Cambridge Label Inc.**

We also hope you enjoy the cover design created by **Anthem**, as well as the considerable effort by the *Canadian Packaging* magazine for producing and distributing the *PAC Connect* publication for our great PAC members.

*James D. Downham,
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INSIDE

4 SHOP AND AWE!

Packaging for e-commerce excellence

8 SEIZING THE MOMENT

Moving from Point of Sale to the Moment of Sale

11 PERKS OF LEADERSHIP

Making sustainability a personal endeavor

12 PAC GLOBAL LEADERSHIP AWARDS

Highlighting the Finalists

17 LEADING TO GROW

Driving transformation at TC Transcontinental

22 IN THE LOOP

TerraCycle does it again!