

**GOERNER**  
GROUP

intelligent packaging  
needs smart thinkers!

Workshop for Innovative Packaging Solutions

# What are the advantages of this innovation process?

- The defined workshop structure supports fast results with concrete implementation steps in a short time period. As a final result we get a detailed action planning for a short-, middle-, and long term implementation.
- The open and guided discussion about individual competences, requirements, market needs and opportunities provides us a perfect base for a longer-term partnership and the development of an individual customer driven product; a product which fulfills the market needs.
- The advantage of the workshop are possible product solutions in the near future. But also just in the next step of future thinking – products which can become very innovatively, with a lasting effect and clear customer advantage resulting in a lasting competitor differentiation.
- Only in a partnership it is possible to work on future-oriented topics, particularly if the results should be highly innovative and lasting. Therefore we create a clear view, mutual understanding, optimum communication and the best costs-benefit ratio.
- Goerner owns long-standing experience and know-how in the packaging industry and works in a proven network of innovative suppliers and research facilities. In a partnership with the customers, Goerner is always anxious to enhance current products or to create complete new developments.
- The moderation of the Workshops takes place in cooperation with our external innovation adviser, which has long-standing international experience with innovation and lasting cooperation projects.

Needs and  
requirements

Ideas and  
opportunities

Solutions and  
concepts

Implementation

## 1 Day

- Welcoming, targets of the workshop, getting to know **(30')**
- Brief presentation → needs and requirements for todays and future packaging **(25')**
- Find out the KSF – Key Success Factors **(45')**

- Idea generation → innovative, sustainable packaging **(1,5h)**
- Evaluation of the ideas **(20')**

- Conversation into solution concepts **(2 rounds x 35')**
- Brief presentation of the solutions **(each 5')**
- Evaluation of the solutions **(1h)**

- Implementation planning: which activities makes sense (short-, middle-, and long term view) **(45')**

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