

# **3M and Deloitte Consulting LLP Form Alliance to Help Consumer Packaged Goods Companies Optimize Business Processes**

## **Industry Leaders' Alliance Addresses Significant Customer Demand for Efficiencies in Packaging**

3M, a global consumer packaged goods (CPG) leader and supplier of a diverse set of packaging software, hard goods and services, and Deloitte Consulting LLP, one of the world's leading professional services firms, today announced a strategic alliance to jointly offer first-to-market software and services to CPG companies. Under the agreement, Deloitte Consulting will support the sales, marketing and implementation of 3M integrated packaging management (IPM) products and services, which help consumer packaged goods companies speed time to market, drive costs out of the supply chain and increase incremental revenue opportunities.

This alliance is part of a broader relationship between Deloitte Consulting and 3M to help companies address supply chain challenges in today's global market. It combines 3M product innovation and vertical industry expertise with Deloitte Consulting's breadth of professional services, and deep industry knowledge around global systems implementations, product lifecycle management, supply chain optimization and RFID technology. As a result of these collective skills, consumer goods companies can adopt the companies' best practices, innovative software and proven business processes to realize significant financial gains in integrated packaging management.

"Complexities in packaging continue to cause CPG companies great pains," said Kevin O'Marah, vice president, Supply Chain and Product Lifecycle Management, AMR Research. "There is significant room for efficiency gains by implementing technology solutions and better business processes to support product innovation and packaging. With 3M and Deloitte Consulting addressing this issue, CPG companies will have access to valuable industry knowledge and best practices."

"Through our research and experience with clients, we have seen a need for CPG companies to further optimize their business processes, using technology to accelerate time to market and reduce development costs," said Mark Davis, product innovation and lifecycle management practice leader, Deloitte Consulting. "3M has tapped its deep packaging expertise to develop the first Web-based, centralized, structured application that enables integration and management of packaging information. As a team, we will be able to lead our customers with confidence to the next level of a demand-driven supply chain."

Using the market's first IPM solution, developed by 3M, Deloitte Consulting and 3M will help CPG companies improve business efficiencies in purchasing and sourcing, product development and promotions, packaging design and revisions, brand management, enterprise labeling, and regulatory and customer compliance. Together, the companies will provide solid business case justification, as well as world-class process optimization, global implementation support and measurement.

"3M is known as a technology company that can solve problems for its customers," said Harold Wiens, executive vice president, 3M Industrial Business. "The addition of integrated packaging management software and services to our portfolio fits perfectly with our strategy to expand on our tradition of innovation. The alliance will enable us to quickly reach an even broader range of customers by leveraging Deloitte Consulting's CPG industry knowledge and global network of implementation experts."

About the 3M Integrated Packaging Tool

The 3M Integrated Packaging Tool, part of 3M's integrated packaging management solution, is the first Web-based, centralized, structured application that enables integration and management of packaging information. In the consumer packaged goods industry, time to market and cost reduction are critical. 3M's software system enables unique capabilities to increase incremental revenue by speeding time to market, while simultaneously facilitating strategic sourcing of packaging materials. Using the integrated packaging tool from 3M, managers gain better visibility to what is being purchased, when and by whom. Because the system is built with a structured back-end database, enforcement of business rules is automated. Government regulations, customer requirements, product surety or brand integrity initiatives can be effectively addressed and the potential for human error virtually eliminated. Additionally, with 3M's integrated packaging management system in place, global data synchronization and RFID initiatives become easier to implement.

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#### About 3M -- A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include icons such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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