

# INPACT INNOVATION

INNOVATION & EXCELLENCE IN PACKAGING SOLUTIONS  
AUSTRALIA



## INPACT INNOVATION SIOBHAN MCCRORY

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**Inpact Innovation works with some of the world's biggest brands to engineer leading-edge packaging solutions that drive transformational change.**

Inpact Innovation (Inpact) is Pact Group's dedicated innovation division, established as a standalone business within the group to assist customers to win in their categories. Pact Group is the largest listed manufacturer in Australasia of rigid plastics packaging; the fastest growing packaging segment globally. The Group primarily converts plastic resin and steel into packaging and related products, producing around 22,000 product variants manufactured across 62 sites in five countries, servicing a diverse customer base in over 200 market sectors. A leader in manufacturing, Pact Group has received industry recognition as one Australia's most innovative companies in 2013 and 2014.

Inpact works with Pact Group to complete the transition from insight led innovation to packaging solutions that drive economic reward for all brand owners both in FMCG and Industrial industries. Experienced, creative consultants and hard-wired technical, engineering and design experts work collaboratively to stretch conventional thinking and identify opportunities through insight led innovations, to take a creative concept into the commercial world.

The innovation process identifies and dissects the key influences of brand, product, packaging design and retail navigation. Throughout the process, understanding the end-consumer behaviours and the ways it can be influenced remains the focus. Rich insights are extracted and create the basis for opportunity identification, which forms the platform for strategic innovation. An end-to-end approach means that each innovation project has a constant and consistent eye, monitoring success, pressure testing, identifying potential hurdles and ensuring the conceptual phase equates to implementation.

Inpact utilises a network model working with global suppliers and alliances for rapid prototyping, 3D-modelling and 3D-printing as a fast fail measure. Innovation projects engage both creative experts and core consumers to allow for more divergent thinking. Inpact's innovation projects have delivered customer driven outcomes that include: new product innovations; packaging innovations; pipelines for adjacent product offerings; and identifying 'white space' gaps in the market.

Inpact has received numerous customer and industry accolades for leadership in innovation.

For more information, go to:  
[www.pactgroup.com.au](http://www.pactgroup.com.au)