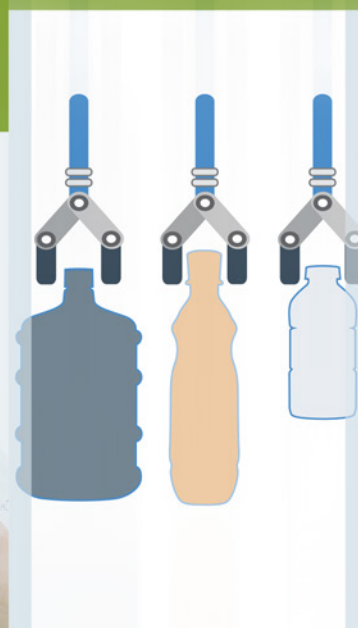




BREAKING THE BARRIERS

TO INNOVATION



Reinventing manufacturing
for new products and services

Delivering an iconic new product within 12 months



PA, working closely with its client Better All Round Ltd (BAR), has helped to develop, manufacture and launch Ora, a revolutionary new kitchen towel, in record time. Ora is now available in stores. In less than 12 months, PA took the product concept, branding and graphics – created by BAR and Acumen – and developed the detailed design, created from scratch a unique manufacturing process and produced a revolutionary round paper kitchen towel.

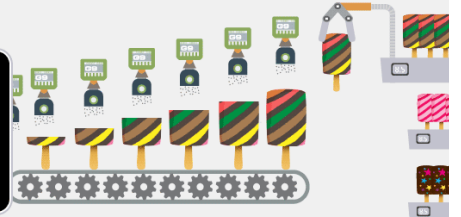
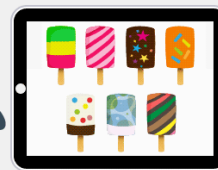
The conical stack allows users to easily grab a single sheet one-handed. In research and in-home trials, close to 60% of consumers said they would buy it, figures virtually unheard of in this staid category. The completely new form of stacked conical towels not only has great consumer benefits but its compact format means it also requires a third fewer lorries on the road, 20% less packaging and less space on shelf and in the home.

Using additive manufacturing to deliver flexibility and customisation

LEADING THE PERSONALISATION REVOLUTION



CREATE PERSONALISED PRODUCTS ON A MUCH LARGER SCALE AT EXISTING PRODUCTION LINE SPEEDS
Enabling personalisation of physical appearance, internal structure, texture, content and functionality.



PRODUCE PERSONALISED PRODUCTS 'IN-STORE'
Developing new 'additive' technology to enable them to produce personalised products 'in-store'.



SMARTER LOGISTICS AND SOURCING ARRANGEMENTS



For a major consumer products company, we developed new technology to enable them to use additive manufacturing on high speed production lines to deliver their products flexibly and tailored to their customers. We are going beyond what is achievable using current manufacturing technologies by bringing full digital capability into play, allowing for the customisation of physical appearance, internal structure, texture, content and functionality of mass produced goods. Our technical digital manufacturing solution is underpinned by the development of smarter logistics and sourcing arrangements.



Making a flexible supply chain to seize market opportunities

A leading drinks manufacturer asked us to help them raise their game to meet changing consumer demand. This meant responding more flexibly to shifts in the market and making the most of opportunities for revenue growth. The answer lay in developing a smarter, more responsive supply chain that combined flexible manufacturing processes, demand-driven principles and new approaches to delivery.

Our team designed a new end-to-end supply chain to make this happen. We looked at each element of the supply chain design and created a detailed strategy and approach to put our recommendations in place. In parallel, we defined a new-to-the-world manufacturing solution that enabled the ambitious supply chain model to be realised while delivering a new-to-the-industry cost structure. The result? The company could more than halve their inventory days of supply, from 50 to 20 days. And they are moving to a highly responsive supply chain that can make to order, satisfying changing consumer and customer demands.

Saving tens of millions in production for a new product

One of the largest food companies in the world had launched an ice cream product that was proving extremely successful with consumers. As a result of this success, the company found their manufacturing line being stretched like never before. They needed to produce the volumes required to satisfy demand while getting more value from their manufacturing equipment. Our team of experts in materials-handling and packaging helped them achieve this goal. Our team started by mapping the product's entire 'journey' from raw ingredient to point of sale.

On the back of this, we brainstormed 100 new ideas for how the product could theoretically be produced for less cost, developing 18 of these ideas into workable concepts. After sharing these concepts with the in-house team, we narrowed them down to four proposals with the greatest potential. For each of these, we developed processes and packaging to show how they could be realised, supported by a watertight business case. By looking at how their product could be produced, we gave the company an approach that was unconstrained by conventional thinking. Our proposal has the potential to save them tens of millions of dollars by reducing cost of goods by over 15%.

By breaking through the barriers to innovation, organisations across industry can achieve exceptional results. All manufacturers have a desire to give their consumers exactly what they want: innovative, aspirational products, available when and how they want them. The world's leading manufacturers don't just create these products, they do so in a way that creates maximum commercial value for their business.

But traditional value chain models – supply, operations, logistics and distribution – often block strategic ambition. Increasingly, this is having an impact on business performance. New solutions and approaches are constrained by existing manufacturing and supply chain infrastructures.

In our experience, you can reinvent the market and gain significant competitive advantage by radically changing the way your products are brought together. By reinventing your key manufacturing platforms, you can deliver totally new products, explore new channels and go-to-market strategies and significantly reduce costs.

To find out more about breaking the barriers to innovation visit:

www.paconsulting.com/breaking-innovation-barriers

or email: innovation@paconsulting.com

BREAKING THE BARRIERS TO INNOVATION



At our technology centre, Cambridge UK, we develop products from initial research and concept design, through development, prototyping, manufacture, supply chain set-up and support.

We can help you reinvent the market and gain significant competitive advantage by radically changing the way your products are brought together across the value chain.

To find out more about breaking the barriers to innovation or to arrange to meet us at the Innovation Roundtable Summit visit:

www.paconsulting.com/breaking-innovation-barriers

or email: innovation@paconsulting.com



CONSULTING
TECHNOLOGY
INNOVATION

We are an employee-owned firm of over 2,500 people, operating globally from offices across North America, Europe, the Nordics, the Gulf and Asia Pacific.

We are experts in energy, financial services, life sciences and healthcare, manufacturing, government and public services, defence and security, telecommunications, transport and logistics.

Our deep industry knowledge together with skills in management consulting, technology and innovation allows us to challenge conventional thinking and deliver exceptional results with lasting impact.

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