

New Packaging Process Supports Retail Efficiencies and Assortment Growth

Client Challenge

This American big-box retail chain carries over 50,000 unique SKUs across furniture, seasonal, and home décor products throughout stores in 40 states and online. The retailer is experiencing significant growth through new store openings, expansion of private-label brands, and the introduction of new product categories. Elevated levels of seasonal new items require specific packaging to support the company's branding and growth strategies. The packaging generates a common brand visual and drives sales by highlighting product value to customers on a largely self-service sales floor.

Supported by a small team, each new packaging project involved manual templates and spreadsheets from concept design through final production. The team often struggled with receiving late and incorrect packaging information, product-related data, and packaging design submissions from the internal merchandising team and vendor partners.

Further, the client's merchandising organization was unclear about the packaging process and the criticality of their role in that process, as well as its impact on the shopping experience. The client recognized that the long-term viability of their existing packaging processes, roles, and toolset severely hampered their growth and branding objectives.

Parker Avery Solution

Parker Avery provided retail and product development industry expertise, leading the following key activities:

- Reviewed the current packaging process for inefficiencies across inputs, outputs, and tools
- Interviewed key functions involved in the packaging process to better understand each area's challenges
- Prioritized a list of process, data, technology, role, and training gaps as well as initiatives to help overcome the largest pain points and deliver value
- Obtained alignment on the proposed initiatives with merchandising and packaging leadership

Parker Avery delivered:

- Clarification of existing roles and responsibilities and creation of new roles
- Packaging development process alignment with key merchandising milestones
- New internal packaging project management tool
- Improved packaging project templates
- Revised and streamlined packaging guide
- Technology recommendations covering data collection to collaborative proofing requirements
- Packaging e-learning training module and quick reference guide

RESULTS



MORE
EFFICIENT
PROCESSES



STRONGER
ASSORTMENT
GROWTH SUPPORT



BETTER
BRANDING
CONSISTENCY

The client immediately deployed the recommended short-term initiatives and integrated the new packaging training module into their learning curriculum. The new process, roles, and tools will enable the packaging team to efficiently manage assortment growth and ensure that the packaging development process is executed consistently, timely, and accurately.

Client leadership is confident that the packaging process enhancements will lead to enhanced packaging quality across all product categories and ultimately better branding consistency in the customer experience.