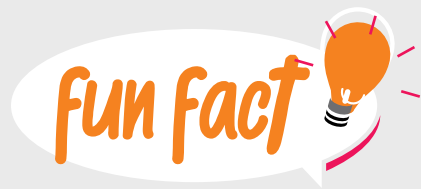


Product Packaging and Labeling Solution



There is significant change in the way people buy products through e-commerce. They have online content available on their fingertips to research about products right in front of the shelf, before making the buying decision. CPG brands must find innovative ways to connect with consumer's through smart labels.

Sustainable packaging helps reduce the carbon emission impact, resulting in more focus on innovative packaging design, product labeling, and other packaging solutions. CPG brands must implement these sustainable packaging solutions as a differentiator in comparison with competitive products.



Packaging and labeling play a key role during consumers' shopping ventures. Research shows that around 70% of buying decisions are made inside the store right in front of the product.

Services Provided by HCL

HCL offers the following engineering capabilities for CPG packaging and labeling



Market Research

- Consumer research
- Voice of customer
- Distribution and shopper research
- Design strategy
- Competitive benchmarking



Packaging design & development

- Unboxing concepts
- Packaging design
- Design validation (FE Simulation)
- Prototype development
- Testing and qualification
- Vendor evaluation/ Vendor development
- Assembly line & machine validation
- Packaging-line troubleshooting



Branding & Labelling

- Branding and artwork
- Label design and management
- Reprographics
- Print management
- Color management & digital proofing
- Graphic adaptation
- Specifications management
- Visual communication (CGI animation)
- Translation support



Value engineering

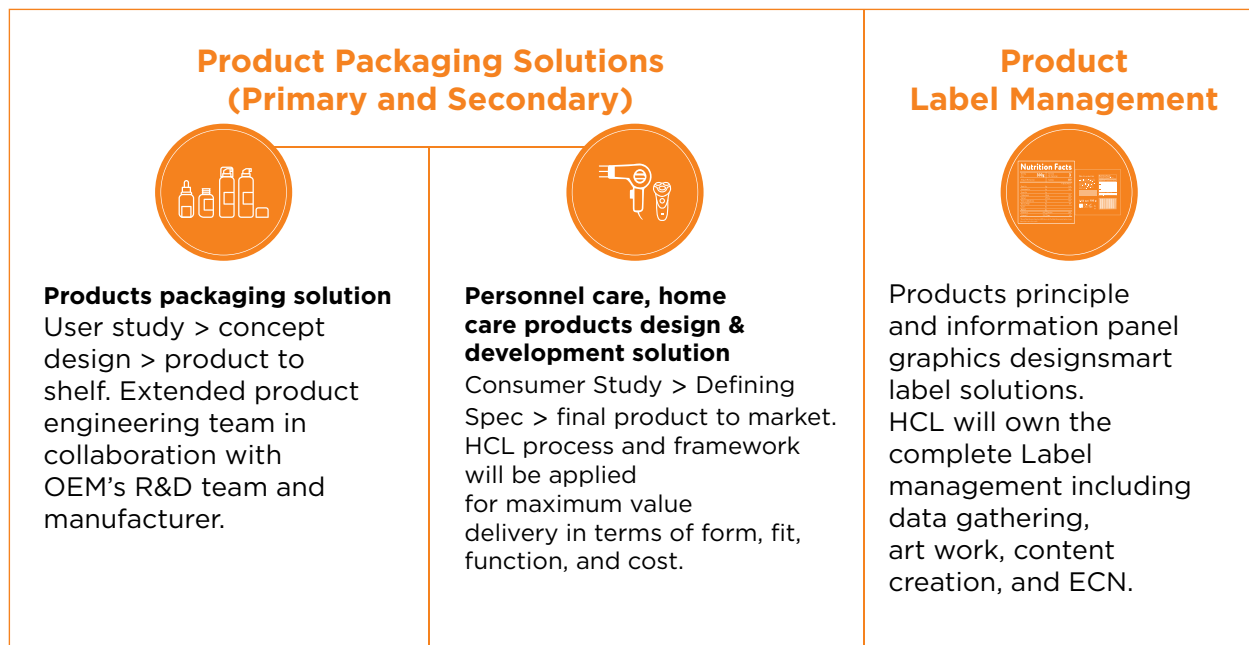
- Value engineering
- Cost engineering
- SKU Rationalization
- Sourcing strategies
- Data analysis
- Pricing strategy
- RFI / RFQ /e-Auction
- Solutions to Field Issues



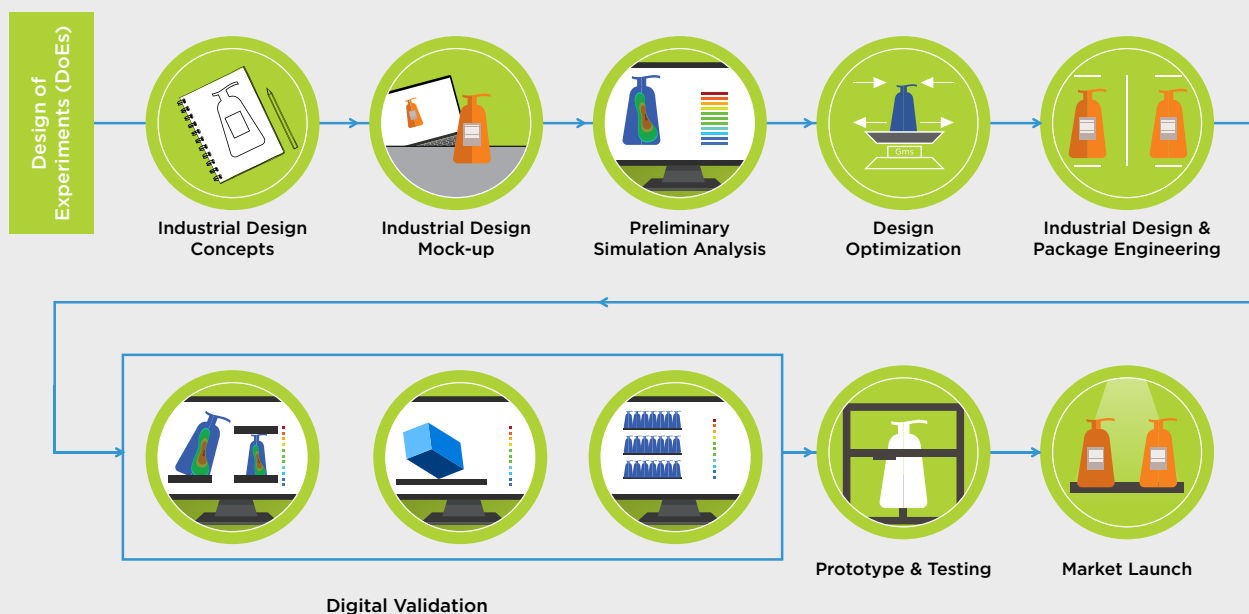
Focused solutions

- Sustainable solutions
- Smart label & smart packaging
- Track and trace
- Transit trail evaluation (Digital twin)
- Digital data management (Data, workflow, specs, graphics)

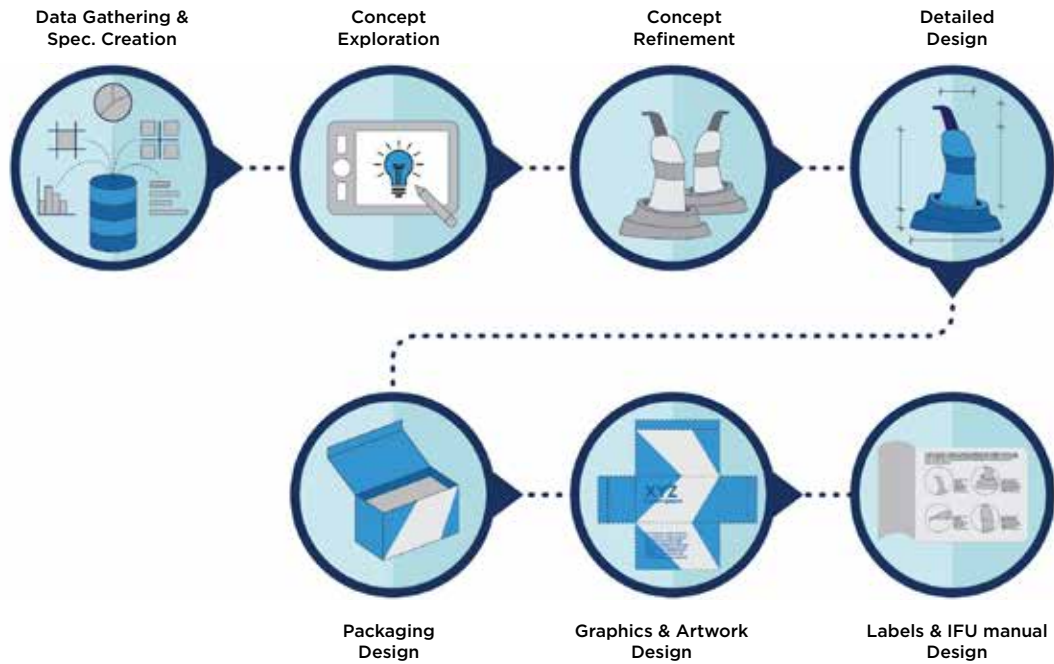
Our Solution



Product Primary Packaging



Personal Care / Home Care Product Packaging

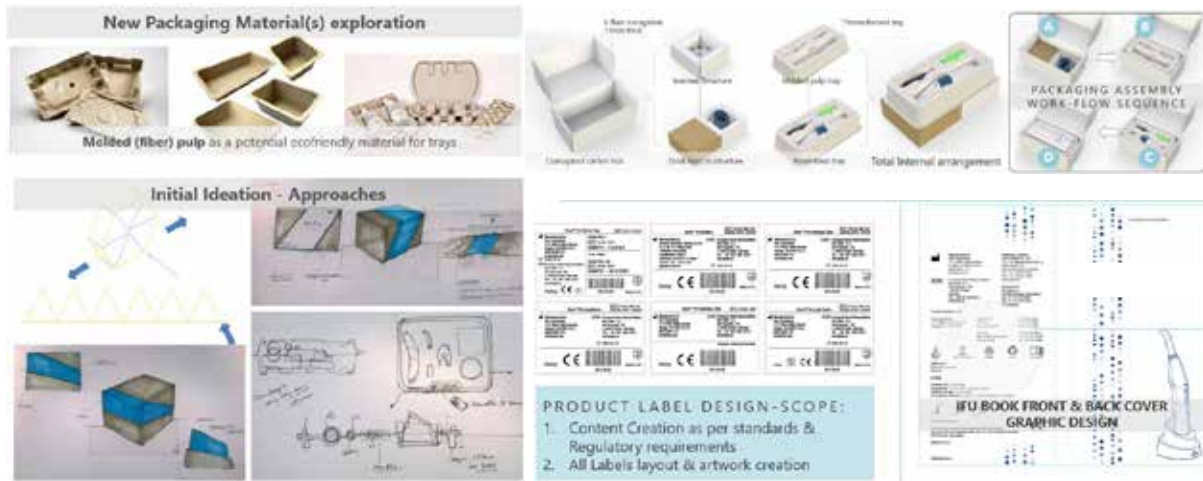


Product Labeling

1	2	3	4	5	6
Kickoff	Art Change request	Label change request	Graphics	Implementation	Project Closure
<ul style="list-style-type: none"> Input study (identify affected SKU and its label, smart labels) Top web graphics download Analyze display language for smart label Analyze top web graphics and update requirement such as barcode logo, font and trademark Top web graphics redlining based on initial scope Fix labeling strategy comments Kick off conclusion 	<ul style="list-style-type: none"> Art draft creation Smart label template creation Collect supporting documents and affected product list Internal review Unit QA review and receive response Art work submission, approval Data collection plan (affected labels, plant documents, buy specs) ECR strategy meeting (R&D, Unit QA, MFG/OP, MDO, Change coordinator) 	<ul style="list-style-type: none"> Label change draft creation Understand product info for smart label Submit request to graphics team (assign to designers) Mockup creation for graphics Proof reader review Mockup review and approval Unit document update (spec & BOM) 	<ul style="list-style-type: none"> Graphics ECR creation Link object to ECR (label, art, BOM, IP form sign off, Map QR codes to URL) Routed to ECR approval (R&D, QA, MFG/OP) ECR - ECO conversion Routing graphics in PLM QA approval Send approved graphics to supplier for approval Procurement from supplier ECO approval and release 	<ul style="list-style-type: none"> Implementation ECR creation Linking plant document to ECR Test QR codes thru Apps and release codes Routing to ECR approval and PLM approval DHF review and supporting documents Closure approval and release from (R&D, QA, MFG, OP) 	<ul style="list-style-type: none"> Discontinue ECR creation Link objects to ECR Routing to approvers Obsolete documentation ECO approval and release

Only HCL | HCL - Customer | Only Customer

Packaging Design - Concept - Packaging Design Freeze - Graphics & Labeling



Benefits of using HCL's Packaging and Labeling solution



Faster time to market



Well established process & framework for optimized cost



Simulation-based design validation for first time right



End-to-end support for label management



Discover how HCL can enable innovative solutions for your enterprise by sending an email to rcpg.solutions@hcl.com

Explore CPG 4.0 Solutions

#CPGbyHCL

HCL

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2021, HCL has a consolidated revenue of US\$ 10.17 billion and its 168,977 ideapreneurs operate out of 50 countries. For more information, visit www.hcltech.com



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