

# The Packaging Innovation Forum

THE FASTEST, MOST EFFICIENT WAY TO GENERATE WINNING CPG PRODUCT IDEAS

The innovation forum led by Jabil Packaging Solutions allows for brands to innovate winning CPG product ideas in just one day.

It was already difficult to bring research and development professionals together and get them to innovate. With safety and travel restrictions associated with the pandemic compounding that reality, many brand leaders, engineers, researchers and designers are feeling stuck.

## A CHALLENGING ENVIRONMENT FOR INNOVATION



### Inability to Travel

R&D teams are distributed all over the world to ensure that the newest products are universally accepted. However, with current travel restrictions, design teams have no way to directly innovate efficiently and effectively as a whole.



### Lack of Time

There has never been enough time to think about the long-term work that moves the needle for your business. The most impactful work is often pushed to the back of the queue to put out fires or optimize for cost.



### Barriers to Collaboration

The most innovative products are not produced in silos — the most innovative products come from the most brain power. Inter, intra, and extra company boundaries hinder the company's overall ability to collaborate, slowing development even more.

# JABIL PACKAGING SOLUTION INNOVATION FORUM

## Our Solution: The Packaging Innovation Forum

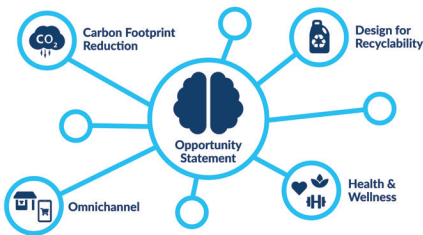
The Packaging Innovation Forum is a 1-day virtual ideation session designed to accelerate product innovation for Consumer Packaged Goods brands. By combining the expertise of your R&D teams with our technical teams, we can dramatically speed up the process of unearthing new ideas, developing user journeys and selecting the highest potential solutions.

Jabil's design, engineering and material science representatives will be in attendance to make suggestions, answer technical questions and provide feedback on new concepts. Generate hundreds of high impact product ideas that solve the most difficult challenges and capitalize on the most impactful opportunities.



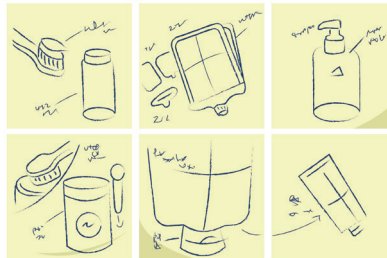
### In this session you will:

#### Gather



Crowdsource the best opportunities and most pressing challenges from your R&D, technical or brand teams

#### Create



Bring ideas to life with engineering and design guidance from Jabil's technical team to address market trends and persona pain points

#### Distill



Leverage voting and real-time feedback to sharpen storyboards and prioritize high-impact product ideas



## THE TOOLS WE USE



### Mural

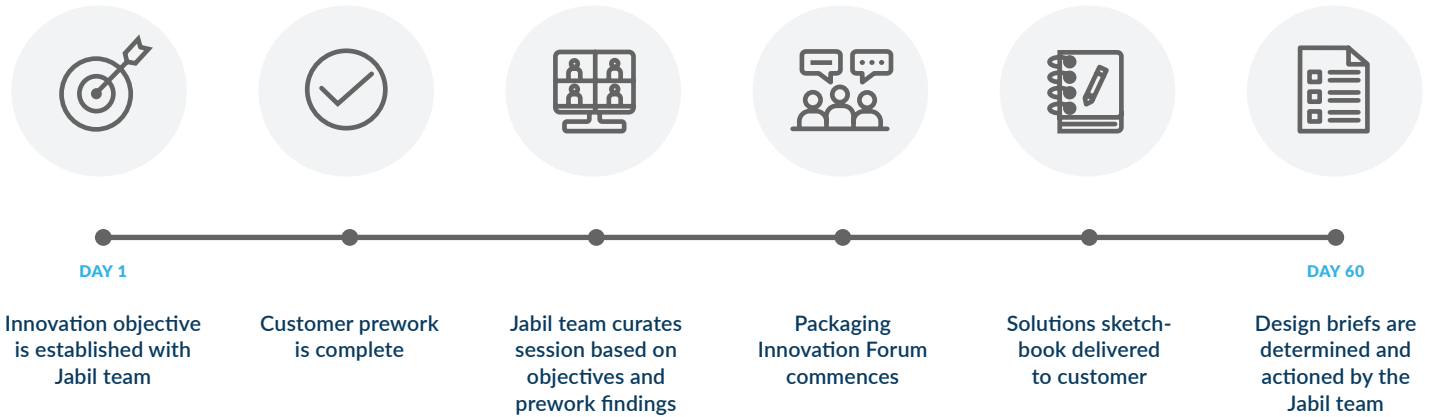
A powerful browser-based SaaS tool for seamless brainstorming, sketching, voting and more.



### Teams

Microsoft's flag-ship video conferencing and collaboration platform.

# INNOVATION IN 60 DAYS OR LESS



## IMPACT



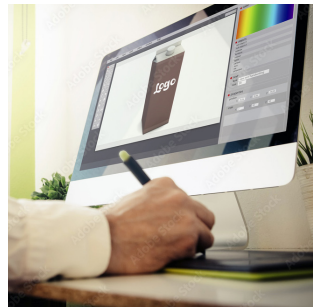
### PURPOSEFUL INNOVATION:

Successive rounds of feedback and voting elevate the best ideas to the top. Jabil capabilities are aligned with high potential concepts to determine which ideas move forward.



### CAPTURE THE POSSIBILITIES:

Our team will preserve an invaluable record of the innovation process. Afterwards, we provide a solution sketchbook that includes all concepts generated during the forum.



### GETTING MORE FOR LESS:

By bringing R&D, brand and design teams in one place at one time, we can distill the best ideas from across your innovation teams in days, not weeks or months. No plane tickets, hotel rooms or Covid tests required.



### DIVERSITY OF THOUGHT:

Partnering with an outside company on innovation and R&D makes the variety of ideas more diverse, automatically making the session more impactful.

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## Meet Your Facilitator

Ayana Johnson, Innovation Forum lead and Jabil VP of Technology & Engineering has 20 years of experience in production innovation and R&D leadership in multiple industries including beauty / personal care, home, healthcare and packaging. With a concentration in new product development for the Fortune 100 in CPG, Ayana forms and manages teams of strategic leaders and partners through business growth cycles from origination to commercialization.

Ayana specializes in ideation, where she is creating and deploying innovation and collaboration. She enjoys leading multi-functional roles focused on restoration, where she meets business goals in challenging circumstances. She is currently leading the transformation of the JPS technical organization with a focus on product development.



**Ayana Johnson**  
Jabil VP Technology & Engineering



Generate hundreds of exciting new packaging concepts and unearth your next successful product.

## About Jabil Packaging Solutions



Jabil Packaging Solutions, headquartered in St. Petersburg, Florida, enables food and beverage, home, personal and professional brands to create differentiated products in areas including intelligent, active, rigid and sustainable packaging, as well as consumer devices. Purposeful innovation, advanced conversion capabilities and best-in-class manufacturing practices are just some of the drivers that enable us to co-develop game-changing packaging for our customers.