

## Customer-Driven Innovation

Looking for new packaging features that add value to your products? We can help with that.

### Innovation is key to our culture and core to our business

At JBM, we are passionate about taking on the hard problems and seeing them through to new packaging options that add value for our customers. We've built a system-driven approach with continuous improvement processes, proven problem-solving techniques, and an Innovation Team dedicated to customer-focused product advancements.



### Innovation Milestones:

- 200+ problems or opportunities identified
- 850+ solutions explored
- 2,000+ experiments conducted
- >50% solution success rate

based on data through 6/2019

### An Innovation Mindset

JBM's Innovation Team is focused on creating customer-driven product advancements that:

- differentiate your product in the market – and create a stronger brand presence
- improve operational efficiencies – and lower costs
- expand your business – and accelerate new concepts to market faster

We classify our innovation approach across a continuum of imitation, improvement, and invention. But our innovation expertise really adds value in improvement and invention projects.

We actively collaborate with your team to analyze your current packaging challenges and understand the root cause of the issue.

Our customers have experienced not only increased revenues with completed innovation projects, but also reduced costs and improved throughput and production volume.

### Art & Science

Our Innovation Team combines discovery and creativity with manufacturing flexibility and testing. We identify new concepts and apply them against existing designs and processes.

We have technical expertise in converting, printing, paper-based substrates, and adhesive applications. Our team of experts, creatives, and problem solvers works as an extension of your team to help solve your most pressing packaging issues or opportunities. You'll start seeing results faster.

We listen, observe, test and measure to help develop new opportunities that make you more profitable. **Let's start a project together!**

*"Where JBM separates itself – and does better than anybody else – is proactive innovation. JBM wants to know how they can help your business. No one helped us innovate our product – side by side – like JBM."*

leading home fragrance manufacturer