



A partnership focused on evolving SAP applications
for the North American retail supply chain

Who is Menasha Packaging?

- \$2 billion Packaging, Display, and Fulfillment Services Organization
- Culture of “Leading with Data”
- Relentless Pursuer of Continuous Improvement
- SAP customer since 1995



- North American Footprint
- 60+ Locations in United States & Canada
 - Material Manufacturing (Corrugated, Folding Carton) & Fulfillment Services



A 20-Year SAP Activation Partnership!

2016

Organizational transformation begins in partnership with SAP & Aicomp

2009

SAP LO-VC solution retrofit in to two additional Menasha Packaging Business Units

2006

Menasha looking for better way to use SAP LO-VC with small label printing company

2015

State-of-the Business Strategy identifies need for "fundamental software change"

2007

Partnered with Aicomp to create VCPowerPack V1.0

2017-2023

5 separate ERP systems utilizing unique and disparate processes integrated in a singular platform, SAP S/4HANA



Unlocking World Class Agility, Speed, Network Cost Optimization, & Continuous Improvement

- Digitally-linked internal supply chain
- Fully integrated customer transactions
- Ongoing expansion of integrated technology within operations (traditionally in segments of the business)
- Singular transactional language
- End-to-end process visibility, stretching from coast-to-coast
- Passionate leaders hungry for information
- DataLed enterprise...with foundation of SAP S/4HANA

Supply Chain Optimization & Simplification

CUSTOMER CASE STUDY: Global Personal Care

Delivering ongoing continuous improvement and network optimization....all under 1 software platform (SAP S/4HANA)!

CUSTOMER CHALLENGE

- ▶ Provide N.A. customization solution that is cost effective for special packs and displays
- ▶ Handle extreme volume spikes without sacrificing quality or speed
- ▶ Consolidate supplier base and transportation spend
- ▶ Customer had no visibility to total network cost & financial performance of special packs
- ▶ Inability to manage and drive continuous improvement, cost savings, and sustainability & solidarity initiatives

MENASHA SOLUTION

- ▶ Establish a North American operation to handle every-day, consistent, special pack & display volume
- ▶ Establish a multiple Ex-DC, multi-customer customization operation to handle displays, seasonal volume spikes, and in-and-out customization programs
- ▶ Create a data led campus environment with dedicated team members collaborating with CPG's functional partners
- ▶ Realignment of +50 of CPG's Employees & Transfer of Duties to Menasha
- ▶ Single supplier managing the continuous improvement, speed, agility and cost savings across North America
- ▶ Platform focused on sustainability & solidarity initiatives

INITIAL RESULTS



Positioned for Future Evolution **A Culture of Possibility**

- Ongoing capital investment in both capacity and capability
- Digital transformation accelerating within operations with increased integration between systems and equipment technology
 - Fleet of digital presses, laser cutting, flatbed die cutting, specialty gluing, preprint automation, fulfillment automation, and robotics throughout all facets of the network

Data-Driven Gets Even Smarter – A Look Ahead

- **Results-Oriented Optimization:**
Leverage data with machine learning to enhance operational efficiency and support Menasha's growth strategy.
- **Clean Core Approach:**
Simplify system landscape focusing on SAP S/4HANA to enable easy updates and long-term solution viability.
- **AI-Driven Process Improvement:**
Utilize AI-based technologies to continuously refine processes and drive digital transformation.

