

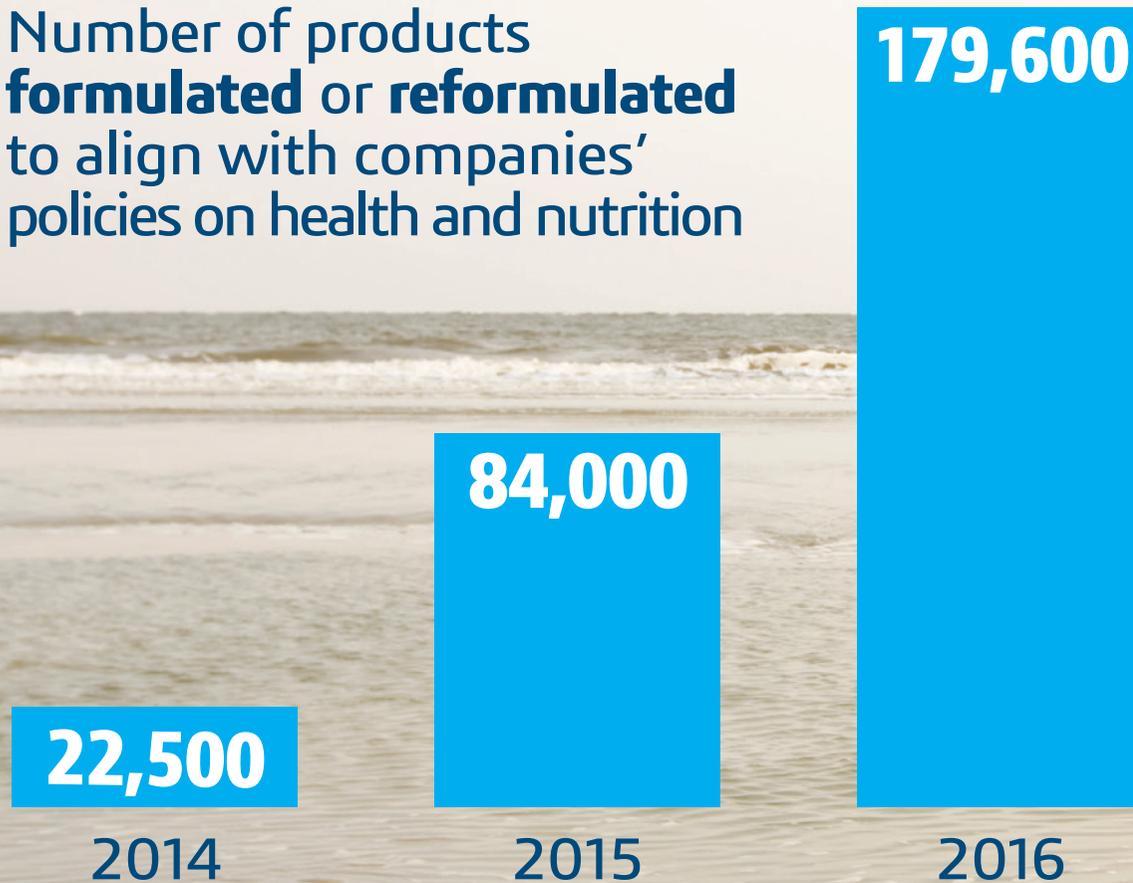
**CONSUMER PACKAGED
GOODS & RETAIL**

**REFORMULATING TO WIN
ADJUSTING FOR CONSUMER
TRENDS IN THE CONSUMER
PACKAGED GOODS INDUSTRY**

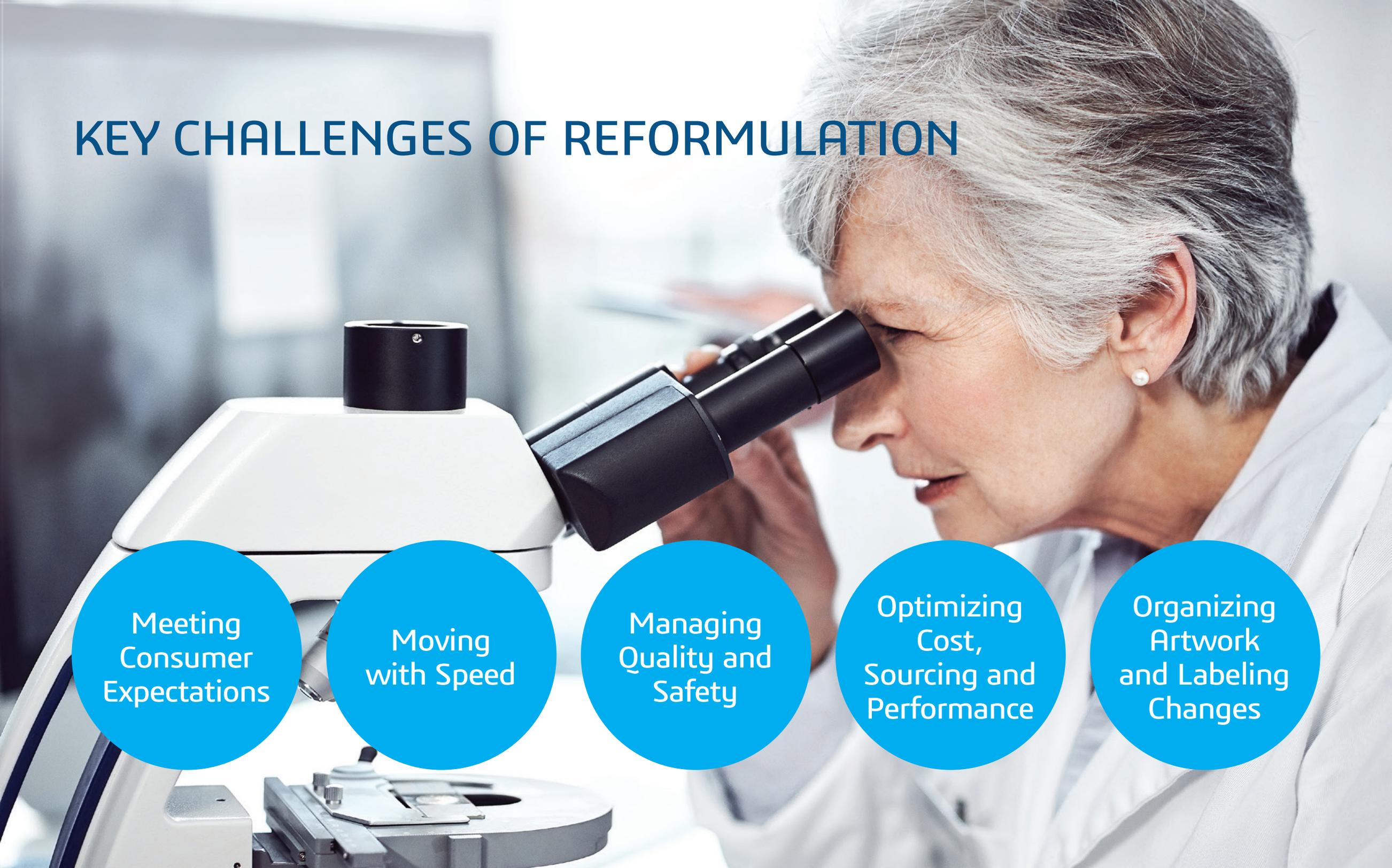


CONSUMERS' DESIRE TO LIVE HEALTHIER AND MORE SUSTAINABLE LIVES IS ACCELERATING CHANGE IN THE CPG INDUSTRY

Number of products **formulated** or **reformulated** to align with companies' policies on health and nutrition



KEY CHALLENGES OF REFORMULATION



Meeting
Consumer
Expectations

Moving
with Speed

Managing
Quality and
Safety

Optimizing
Cost,
Sourcing and
Performance

Organizing
Artwork
and Labeling
Changes

LEADING CPG COMPANIES COMMIT TO SUPPORT CONSUMERS' HEALTHY LIFESTYLES

THE 3 MAIN RESOLUTIONS OF THESE COMPANIES:

- Offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles
- Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages
- Use communication and educational programs to help raise consumer awareness on health and wellness and energy balance to inspire healthier diets and lifestyle



WHAT “REFORMULATING TO WIN” LOOKS LIKE



ACCELERATE FORMULA DESIGN

Use computing to speed up powerful ingredient-level calculations to optimize cost, materials, etc.



DELIVER THE PROMISE

Drive consumer satisfaction with product performance that delivers on desired claims



EXECUTE ON QUALITY

Manage regulatory and quality constraints with centralized data



REFORMULATING TO WIN REQUIRES ACCELERATING FORMULA DESIGN

ACCELERATE FORMULA DESIGN ENABLED BY:

- Formula optimization to perfectly answer the marketing requirements from a properties standpoint
- Cost optimization for the formula to make the best choice “upfront” in the innovation process
- Materials alternative and substitution management

REFORMULATING TO WIN REQUIRES DELIVERING ON THE CONSUMER PROMISE

DELIVER THE PROMISE, ENABLED BY:

- Structured management of desired claims for traceability and reference across the development lifecycle
- Unique **3DEXPERIENCE** platform accessible to all members of a formula development project for better collaboration
- Specifications management process for item characteristics and quality validation before manufacturing



REFORMULATING TO WIN REQUIRES EXECUTING ON QUALITY

EXECUTE ON QUALITY, ENABLED BY:

- Real-time regulatory compliance visibility on developed formulas
- Integrated Regulatory Product Dossier completion process
- Specifications repository system and approval process for ensuring consistent quality





DISCOVER HOW YOU CAN:

- **Reduce time-to-develop** up to 20% by enabling ecosystem collaboration through the same business platform
- **Reduce sourcing costs** up to 30% by driving a 'design for cost' sourcing strategy
- **Virtually eliminate** product recalls related to formulation noncompliance
- **Improve consumer loyalty** by delivering the product promise for higher consumer satisfaction



CLIENTS GETTING VALUE FROM THE DASSAULT SYSTEMES SOLUTION



**FORTUNE 50
HOUSEHOLD
PRODUCTS
COMPANY**

BENEFITS REALIZED:

- Traceable, shareable and reusable project data
- Faster access to more consistent and accurate packaging and product specifications
- Less rework and lower expenses through streamlined processes



**GLOBAL BEAUTY
AND PERSONAL CARE
COMPANY WITH
50+ BRANDS**

BENEFITS REALIZED:

- Reduced complexity for internal functions
- Efficient management of product specifications
- R&D formulation data linked with specifications

LEARN MORE:

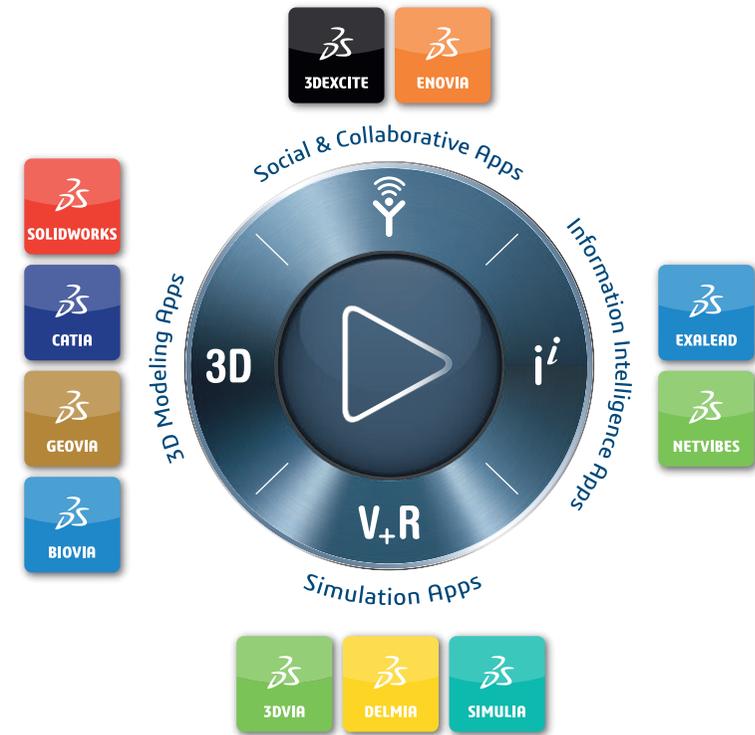
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