



Spotlight on the Supply Chain for Competitive Improvements
*An Increased Awareness on the Importance of Supply Chain at 2010 APICS Convention,
Adalis presents on How Packaging Optimization Plays Important Role.*

St. Paul, MN – Dec. 6, 2010 – The message was clear at this year's APICS Convention: many organizations have sharpened their focus on the supply chain to increase their competitive advantage, profitability and sustainability. Tom Blanck, Adalis Business Unit Manager, spoke at this year's convention to explain how packaging plays a significant role in reducing supply chain costs.

With organizations considering a variety of ways to improve supply chain performance, packaging is an important factor to evaluate because it impacts the entire supply chain. Packaging can impact freight, storage and handling costs, and by leveraging packaging design and optimization, changes can be made to create savings that go directly to the bottom line.

Many organizations are also looking to the supply chain for opportunities to improve sustainability and measure success. Blanck addressed the alignment between cost reduction and sustainability, and how packaging improvements can deliver on both these timely challenges. Through case studies Blanck illustrated how companies have capitalized on packaging optimization for significant supply chain improvements.

Blanck highlighted a recent example of a food manufacturer who optimized transport packaging by making several minor improvements to their secondary packaging. These straightforward improvements will not only help the company save thousands of gallons of diesel fuel and eliminate hundreds of trailer load trips, but they will also increase margins by several hundred thousand dollars throughout the coming year.

Blanck is the business unit manager of Adalis Packaging Solutions, a team of IoPP Certified Packaging Professionals that provide the experience and unbiased packaging engineering service needed by companies around the world to meet today's changing packaging challenges. They have helped clients improve profitability and sustainability through better packaging performance and design as well as through supply chain optimization saving millions of dollars in packaging and supply chain costs.

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About Adalis

Headquartered in Vancouver, Washington, Adalis Corporation (www.adalispackaging.com) is a global packaging and supply chain solutions provider differentiated by innovation, expertise and optimization capabilities. With extensive knowledge in package design and development, packaging manufacturing and supply chain optimization, Adalis creates high performance; custom solutions that may also help improve sustainability goals. Adalis has worked with more than 600 clients in 40 countries to help clients optimize performance, improve bottom line and be competitive in the marketplace.

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