

PACKAGING

TOOLS
PROCESSES
METHODOLOGY

R&D
INNOVATION
OUTSIDE-IN ASSESSMENT

CONSULTING

WE MAAK IT HAPPEN.

PRODUCT STRATEGY
CONSULTING

CHICAGO • DALLAS • FRANKFURT



MAAKSOLUTIONS.COM

- **Packaging focused.** Unlike other consultancies catering to many different industries, we are a consultancy focused only on packaging. We have overseen activities impacting annual package volumes of over 150 Billion packs and our consultants are veteran experts from the packaging industry. Packaging is all we do.
- **Interaction at all levels.** We have executive, managerial and operational staff to work with you and your teams.
- **Vertically integrated.** We engineer / industrial design our own concepts, make our own consumer research, build our own prototypes. We develop strategy and product roadmap ourselves. We also develop our own tools and processes.
- **Strategy experts.** We are extremely experienced in strategy, in particular, package product strategy. We are here for your pipeline management, innovation, and streamlining needs.
- **Customer and consumer voice.** There is simply no-one that is more experienced than us in terms of capturing *articulated* and *unarticulated* customer and consumer voice in packaging.
- **High growth.** We are growing at a fast pace and we believe that we can also help you with your ambitions, may it be growth, innovation, cost reduction, or share gain.
- **Global.** We are in Chicago, Dallas, and Frankfurt, with planned growth to Asia. We are global.

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Product

PIPELINE STRATEGY ROADMAP PRICING

WHAT IS THE BEST PRICE FOR YOUR PRODUCTS
ARE YOU JUST PASSING ON COST INCREASES
DO YOU HAVE A PRICING STRATEGY
DO YOU KNOW YOUR CUSTOMER'S PROFITABILITY
IS YOUR NET TOP-LINE DECREASING OVER TIME



- **Pricing strategy.** We have our proprietary tools to help you take a different look at how you price your product, what strategic and tactical actions to take, and most importantly, how to improve your top-line by an average of 0.7% to 1.5% very quickly.
- **A fresh view** on pricing by using our very hands on, easy to use tool called PriceMap. This graphics tool illustrates where action is needed, and tracks your progress and development when pricing action is taken, regardless of data set size.
- **A clear view.** Pricing is more than just covering your cost increases. We can help you to build a more dynamic sales force without the need for day-long training sessions. We can also bring transparency to your customer-facing processes, help highlight your improvement areas, and where you are already best-in-class.
- **We can demonstrate.** We can take a sample of your data and run it through our tool. We can then point to what we think can be done differently, and engage with your team to introduce the tool and the underlying methodology.
- **Give us a try.** It costs far less than extending unintentional discounts and rebates to your worst customers. We'll help you identify and stop this!

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CONSUMER CENTRIC PACKAGE INNOVATION

PACKAGING SPECIFIC

ETHNOGRAPHIC RESEARCH
FORMATIVE RESEARCH

EFFICIENCY, EFFECTIVENESS, & SATISFACTION (ISO9241-11)

User eXperience

UNARTICULATED CONSUMER NEEDS FOR UNINVOLVED CONSUMER PRODUCTS
WHAT CONSUMERS SAY, THINK AND DO ARE DIFFERENT
HOW DO YOU MEASURE A CONCEPT



**MAAK
SOLUTIONS
DELIVERS
PACKAGING
INNOVATION!**



MAAK Solutions

MAAKSOLUTIONS.COM

- **Know-how:** We know consumer-centric packaging innovation, package product development, pipeline management, manufacturing, marketing, and sales. We have our own proprietary processes & tools that we have specifically developed and optimized over the years.
- **Consumer-insights:** We know and understand global and local consumer behavior for packaging better than anyone else. That includes a deep understanding of closures / openings, and sensory-appearance of packaging.
- **Ethnographic consumer research:** We have experience with packaging-specific ethnographic research in over 20 countries.
- **Packaging design:** From innovative opening solutions delivering a superior user experience (UX), to detail level package specifications.
- **Formative / in-context consumer testing:** Using our proprietary methods, we can measure and compare efficiency, effectiveness, and satisfaction scores (ISO 9241-111) of your *on-the-go* or *in-home* package designs and concepts, and benchmark them.
- **Structured innovation:** We have unique innovation tools to discover *articulated & unarticulated* consumer needs and problems that can impact your bottom-line.

• Consumer Centric	• 10+ Years in Innovation	• 'Uninvolved' Products
• User Experience (UX) Metrics	• 20+ Countries	• Ethnographic Research
• 30+ Projects Delivered	• 1000s of Consumer Insights	• Formative Research
• 1750+ Concepts Developed	• 1000s of Shopping Insights	• In-context Research

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