

# Package Innovation

## VISION Innovation Workshops

VISION Workshops are a collaborative, multi-functional team experience designed to co-create, prototype and evaluate ideas that result in viable solutions and technically feasible designs.

VISION Workshops utilize Haney's VIA Alliance™ package materials and technology library as an essential resource to explore existing and emerging packaging products and technologies.



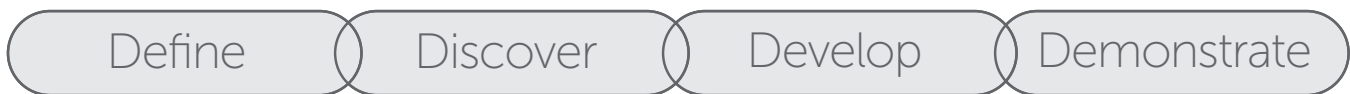
## VIA Alliance™

Packaging Materials & Technology Library

*VIA Alliance™ is a collection of leading global raw material packaging manufacturers that provide materials, printing effects/finishes and technologies to the consumer packaging industry.*

*Haney has partnered with these companies to create a world-class library for our clients to use on their upstream brand package development initiatives.*

## VISION Workshop process



### Types of Workshops

- Alternative package formats
- Print effects and finishes
- Premium print & decoration
- Package converting
- Package materials for E-commerce
- Manufacturing capacity optimization
- Cost savings
- Package sustainability

### Workshop Participants

- Product/Packaging R&D
- Package Design
- Technical Packaging
- Consumer Insights
- Strategic Sourcing
- Product Supply
- Agency/Design partners
- Print/Converting suppliers