

Avery Dennison

A worldwide leader in adhesive technologies, display graphics and packaging materials

Customizing the retail experience

APPROACH



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights
and Ideas



20+ Strategic Growth
Opportunity Areas



20+ Detailed Business
Concepts



5 Business Cases
for Senior Leadership

KEY TRENDS

- **Transparency:** environmental impact and focus on sustainable production demands transparency of production supply chain
- **Cost pressure:** pressure for reduction of costs in logistics and supply chain management
- **Personalization:** growing demand for customized offering from apparel to packaging, focus on unique customer experience rather than on products
- **Customer – centric:** customers requiring fast and seamless service, delivered to them efficiently on demand



“Some of the best ideas come from networking and collaborating with the people you normally wouldn't. So we were very excited when we had amazing experience with mentors, the staff of IXL Center and also the universities we were working with. We are really looking forward to continue partnership as we go forward.”

Mike Colarossi, Vice President, Product Line Management, Innovation and Sustainability