



## Case Study: Packaging Sustainability

# Coca-Cola Bottlers Japan Inc. – Japan’s Largest Bottler

CCBJI needed an end-to-end packaging review to align with sustainability strategies.

### PROJECT SUMMARY

#### LOCATION

Asia

#### INDUSTRY

Consumer  
Packaged  
Goods

# As part of a wider sustainability and growth strategy, TMX was engaged to conduct an end-to-end packaging review and develop a 5-year strategy.

## Client Challenges

Coca-Cola Bottlers Japan Inc. faced a number of challenges as a result of limited in-house expertise and planning, including A & B-SKUs not being best-in-class, and design/weights impacting their growth plan.

Additionally, data availability restricted actionable insights to drive packaging optimization, which created low in-house packaging expertise and unclear roles and responsibility across the organization for packaging development.

## Approach

TMX carried out a comprehensive diagnostics of packaging data (specification, volume, and cost) to define the current environment. This also included determination of packaging expertise and resourcing to support packaging development.

Assessment of stakeholder feedback alongside supplier and packaging development identified that process changes were required. This included a Gap Analysis to benchmark and prioritize short-/long-term initiative hopper.

## Solution

After a comprehensive analysis of the CCBJI operations, TMX developed a 3-year roadmap with 17 significant tangible initiatives (>50 initiative hopper). These included:

- An **8.5% cost saving opportunity** of category spend, along with an improved packaging development process with cross functional alignment.
- The TMX team integrated successfully with CCBJI, providing **ongoing coaching and mentoring** to support the implementation process.
- The recruitment of a **new packaging expert** supported by in-depth training and ongoing mentoring.

***“I am extremely happy with the benefits that CCBJI has achieved from an end-to-end packaging review. TMX quickly coordinated multiple stakeholders and data sources in Japan to produce a coherent and multi-faceted report that is our blueprint for cost reduction over the next 3 years.”***

Chief SC Officer, Coca-Cola Bottlers Japan Inc

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