

What If Modelling:

Assess the impact of your
packaging changes

Visualise the potential cost and sustainability
outcomes before making real-world changes.



An introduction.

Realise the power of data-driven decisions



Valpak's What If Modelling service enables you to explore the effects of packaging changes before implementation. Our tool provides you with the ability to assess potential impacts on packaging compliance costs and sustainability in a customisable workbook, so you can make more informed decisions that will optimise your packaging strategy.



Key features.



Visualise packaging changes in real-time

Bring proposed packaging changes to life with our personalised modelling workbook, tailored to your specific data. Instantly see how changes will affect compliance costs and sustainability



The Innovation Station: Experiment with packaging scenarios

Our Innovation Station tool allows you to make granular edits to packaging data, such as sales quantity, import status, or packaging material, and immediately assess the impact on overall costs and sustainability.



Dynamic live updates

As you tweak your packaging details, our live charts will update automatically, giving you real-time feedback on how each change influences your business's compliance and environmental goals.

Multiple customisation options.

● Global compliance simulation

With the ability to toggle between multiple currencies and simulate compliance costs worldwide, you can confidently target international markets with full visibility of your packaging strategy's impact.

- Assess your sales weighted cost or cost per product to understand your true financial obligations

● Tailored to your needs

The What If Modelling workbook is bespoke, using your specific packaging data. It allows you to focus on key data, helping to explore scenarios and gain actionable insights into potential changes.



Experiment and model packaging scenarios.

● Multiple editing opportunities

Explore different scenarios by editing sales quantities, adjusting packaging materials, or altering import statuses. Experiment with various combinations to find the most cost-effective and sustainable solutions.

● Toggle between compliance submission costs

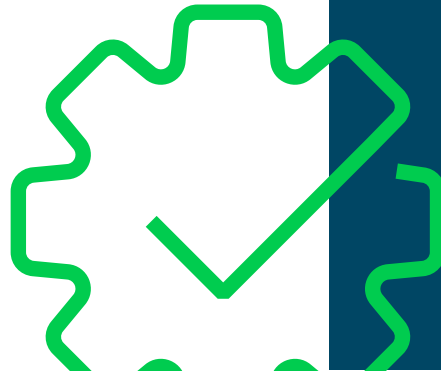
Easily switch between different compliance scenarios to assess overall or specific submission costs. This flexibility allows you to compare options and understand their long-term financial and environmental impact.

Tool benefits.

Make smarter packaging decisions before implementation

Valpak's What If Modelling service gives you the confidence to experiment with packaging changes before committing to them. You can:

- Assess the impact of packaging modifications on compliance costs and sustainability goals.
- Ensure cost-effective global compliance by simulating costs in different currencies.
- Experiment with real-time data to drive innovation without risk.
- Optimise your packaging strategy for both financial and environmental efficiency.



How it works.

1. Data collection

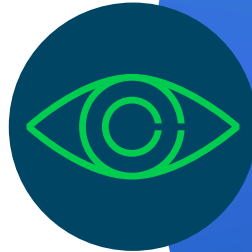
We gather your packaging and sales data to create a personalised workbook tailored to your specific needs.

2. Scenario modelling

Use our Innovation Station to make changes and instantly see how they impact compliance costs and sustainability outcomes.

3. Review and implement

Once you've identified the most beneficial packaging changes, use the insights gained to guide your packaging strategy and improve financial performance and sustainability.



Benchmarking and What If Modelling:

Tailored solutions for packaging efficiency

Valpak's Packaging Benchmarking service helps you compare your products' EPR costs against best-in-class standards, offering insights into how you measure up in the market.

Pair it with What If Modelling, which explores a wide range of packaging scenarios to assess potential impacts before changes are made. Together, these services provide a comprehensive analysis—understand your market position and test changes for an informed packaging strategy. Choose one or combine both for tailored insights.



For a **free**
consultation
to assess
your
packaging
data
requirements
please
contact us.



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