

Data, Regulation, Scale:

The New AI Packaging Mandate

Understanding the business impact of
compliance and efficiency with AI

Agenda

 Welcome

 Industry Overview

 **Learning Circle:** Live insights + Hands-on exploration with AI

- Loop 1: Live Pulse - Survey & Reflections / Q&A
- Loop 2: Packaging Simulation with Neta AI
- Loop 3: Rapid Debrief & Key Takeaways

 Wrap-Up & Next Steps

Neta AI: The intelligence layer for the packaging economy



Incubated at Harvard and MIT, Neta AI streamlines how companies monitor packaging compliance, map supply chain risks, and identify high-impact areas for cost reduction.

Meet the founders



Grace Lam

Co-founder

Harvard HBS MBA / HKS MPP

McKinsey manager in CPG practice. Operational projects with Fortune 500 CPG, F&B, and apparel companies



Mar Velasco

Co-founder

MIT Sloan MBA

Grupo Bimbo's CFO office

CEO-priority global strategy, market turnarounds, and investor initiatives across 33 countries



**Packaging decisions have quietly
become some of the most complex
decisions inside consumer companies**

Packaging is now a vital financial, regulatory and sustainability decision



Global regulation & scaling Extended Producer Responsibility (EPR) fees

Over 50 countries worldwide have or are adopting packaging Extended Producer Responsibility (EPR) schemes, spanning Europe, North America, and Asia.¹



Margin pressure drives rigorous cost control

Rising raw material costs and environmental fees cut net margins by 3-5%³. Packaging teams must assess ROI on material changes before production to manage expenses.



Carbon reporting now requires SKU-level precision

Scope 3 accounting demands verified product-level data. Brands must meet 2030 goals, such as 30% PCR in PET bottles, to avoid legal and financial risks.²



Retailer scorecards shape shelf access

Retailers rank suppliers using Sustainability Indexes. Low scores can cause fees or lost shelf space. Optimizing cube utilization and materials helps secure Preferred Supplier status.

Expertise isn't the bottleneck: the real barrier is a unified packaging system

Fragmented packaging data

Packaging data is scattered across specs, suppliers, regulations, and sales, making it hard to see the full picture.



Reactive team operations

Teams react only after regulation changes or fees occur, causing costly delays and missed proactive compliance.



High risks without scenario insight

Critical packaging choices are made without simulating outcomes, raising risks of non-compliance and cost overruns.



Dependence on static tools

Decisions rely on spreadsheets, PDFs, and consultants, lacking real-time updates and scenario planning.



From cost center to strategic engine: embracing the vision of integrated packaging intelligence



Shift from reactive to proactive management

Anticipate regulatory shifts and compliance risks early in design to avoid delays and fines.



Integrated intelligence vs. point solutions

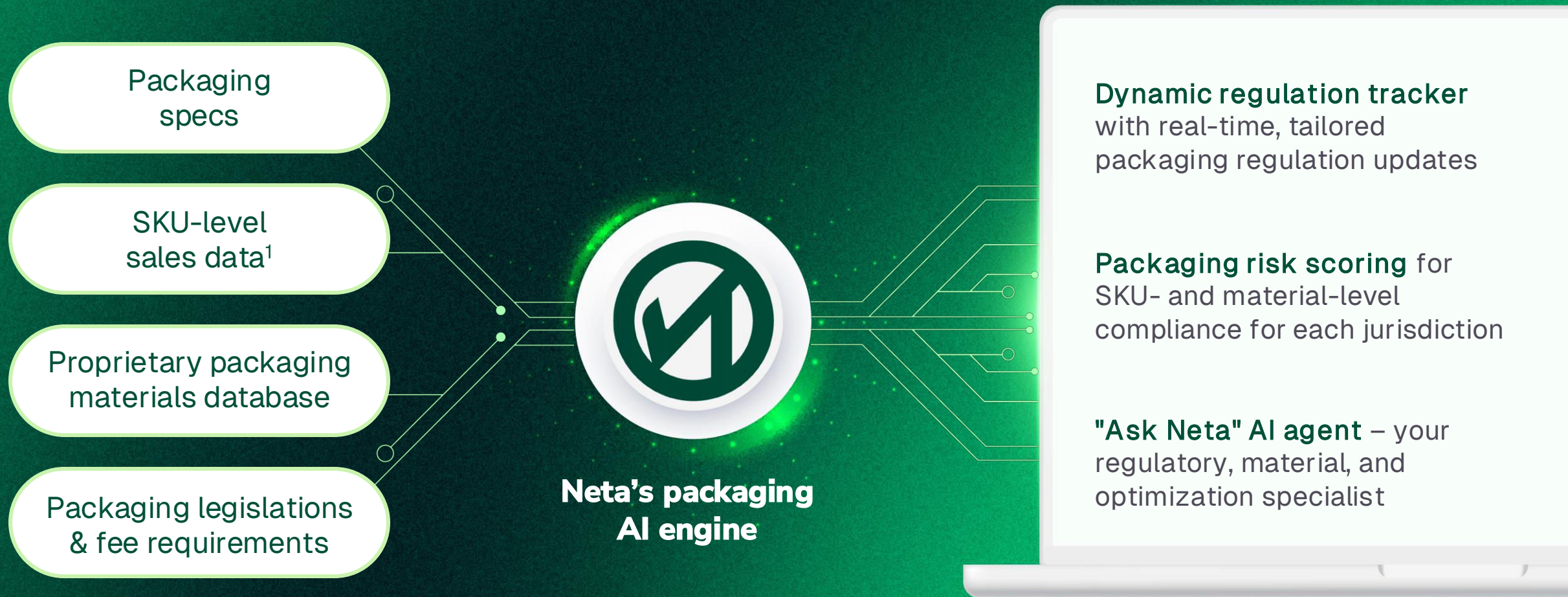
Unified AI platforms with deep domain knowledge, unifying fragmented data for actionable insights.



Packaging teams as strategic business partners

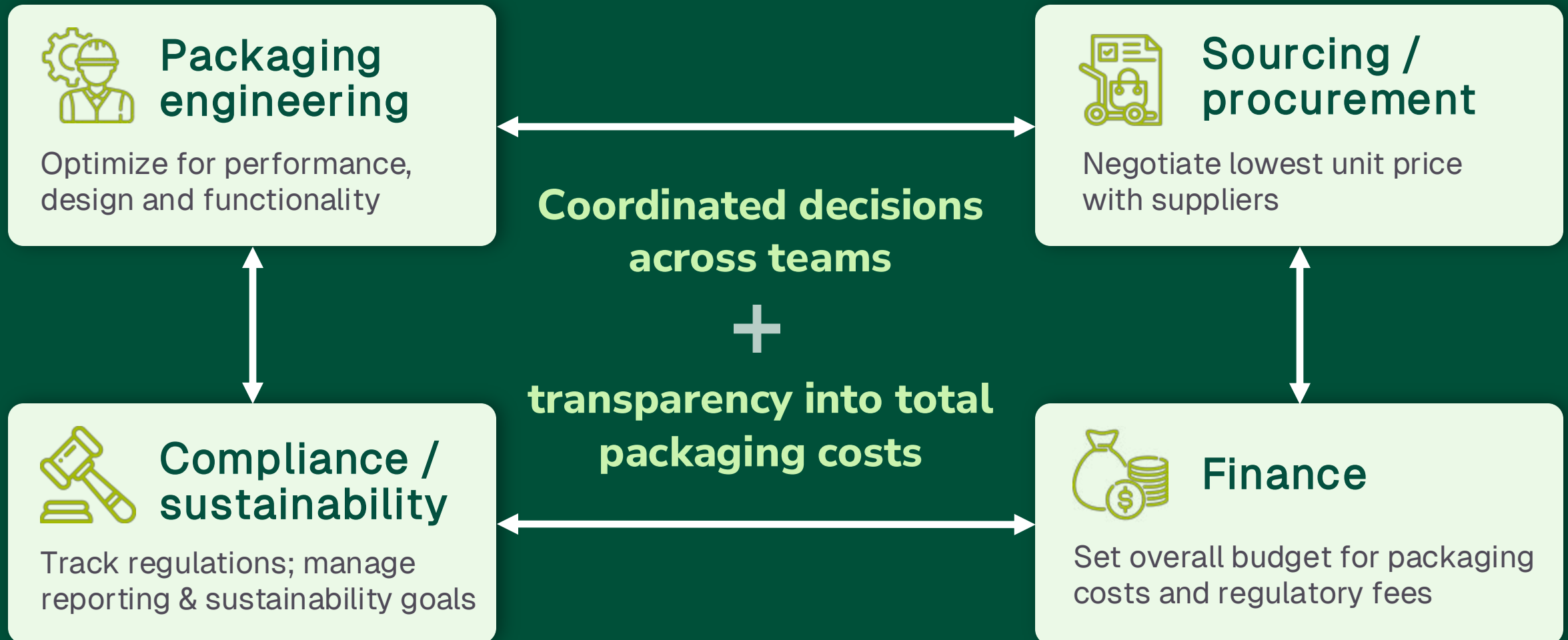
Packaging proactively influences key business outcomes in compliance, finance, branding and sustainability.

Using AI to aggregate packaging specs, materials, sales, and regulations – create targeted, actionable packaging insights



¹ For EPR module (state-level reporting, cost analysis, and modeling).

Why this is important: Embed into companies' cross-functional workflow and avoid siloed decision-making



Let's see what's
on your mind...



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Introducing Neta AI optimizer (in beta)

- **Co-create packaging optimization initiatives** across portfolio
 - Grounded responses using our proprietary data model
 - Enable in-depth analytics while minimizing hallucination risks
- **A specialist on your team to bounce ideas.** Things it can do:
 - Scan for optimization opportunities based on financial or sustainability impact
 - Bulletproof these optimization plans by:
 - Considering trade-offs across cost, compliance, and sustainability
 - Modeling EPR fee impacts under different scenarios
 - Fine-tuning recommendations based on brand and design guidelines
- **Important limitations with AI model:**
 - This is a beta model – AI responses improve with feedback and finetuning
 - Incomplete assumptions or constraints might affect responses. Contextualizing is important

Optimization Assistant



Hello! I'm your Packaging Optimization Assistant. Choose a SKU from your portfolio, and I'll suggest packaging optimizations to help reduce EPR fees while balancing your other priorities. To begin, are we evaluating the full package, or specific components?

What to expect for the next 15 minutes



Link: getneta.ai/cgf

1. **Scan the QR code** or visit the link to access our app – best on laptops but mobile works.
2. **Explore the app** – A list of sample SKUs are already pre-loaded in the account.
3. Interact with the agent on the "**Packaging Optimization**" tab. Explore how changing packaging could create huge savings with EPR laws and align with CGF's *Golden Design Rules*.
4. **Debriefs / Reflections** on where AI could play a role in your packaging workflows.

Optimizer: Hands-on Exploration

1. In "Packaging Optimizer", you'll see a list of sample SKUs, each with their packaging attributes and EPR fees listed.
 - For simplicity, we'll use the Oregon and Colorado EPR fees as an example – but EPR fees are applied in Europe (PPWR) and rolling out in 7 U.S. states as well
2. Select one SKU and interact with the Packaging Optimizer agent.
 - The agent will guide you through various options to reduce your EPR fees while considering other priorities across the organization (branding, recyclability, speed to implement, barrier performance, etc.).
 - You will be able to see how EPR fees compare across different scenarios, trade-offs/risks, and next-step check list.

Reach out to us: founders@getneta.ai



Scan the QR code to email us

- Request tailored demo
- Explore exclusive pilot access or collaboration opportunities
- Share feedback or comments



Grace Lam
grace@getneta.ai



Mar Velasco
mar@getneta.ai