

SUCCESS STORY

REDUCED TOTAL COST OF OWNERSHIP



DRIVEN BY CONSISTENCY. FUELED BY RUNNABILITY.

“We appreciate the partnership and technical expertise to help us reduce the total cost of the finished cigarette pack.”

A Global Tobacco Brand

AT WESTROCK, OUR PARTNERSHIPS ARE FUELED BY COLLABORATION THAT HELPS REDUCE RISK, LOWER TOTAL COST AND DRIVE PROFITABLE GROWTH FOR OUR CUSTOMERS. WE HAVE THE EXPERTISE TO GO BEYOND THE PACKAGING PROCESS TO UNCOVER HIDDEN EFFICIENCIES THAT CAN IMPROVE OUR CUSTOMERS' BOTTOM-LINE PERFORMANCE. WE EMPOWER OUR CUSTOMERS TO RUN THEIR PACKING LINES AT MAXIMUM SPEEDS WITH REDUCED DOWNTIME. AND THAT SAVES OUR CUSTOMERS BIG TIME IN THE LONG RUN.

REDUCE YOUR TOTAL COSTS, NOT YOUR EXPECTATIONS

THE CHALLENGE

A global tobacco company was looking for opportunities to drive margin enhancement by reducing their overall production costs at one of their cigarette plants, without sacrificing packaging quality and brand image. Additionally, they wanted to compare the cost/performance of the two tobacco paperboards (the incumbent FBB paperboard from Europe and the WestRock Promina® SBS paperboard) to drive their purchasing decisions.

THE SOLUTION

WestRock delivered the Promina Advantage over the FBB paperboard through extensive, competitive packing line trials from November 2020 to March 2021. Three different packaging machines (two GD X-2 and one Focke F550) with speeds of 400-500 pack/min were tested. Our Promina paperboard **showed an average increase of 7.5% in overall efficiency** with improvements in quality as well as reductions in downtime and material-related losses directly compared to the incumbent FBB paperboard. Promina showed it can deliver reduced overall operating costs through efficiency and speed gains, and reject waste reduction, coupled with strong technical service and support. This amounts to a potential \$20 million in additional revenue annually for the customer for the three packing lines, **OR \$484 SAVINGS PER TON PAPERBOARD consumed.**

PROMINA SBS PAPERBOARD: DRIVING OPERATING EFFICIENCY, COST SAVINGS & VALUE-ADDED TECHNICAL SERVICES

IMPROVED CONSISTENCY/ STABILITY

Promina tobacco paperboard is a high-quality, single-ply SBS that provides better roll-to-roll, sheet-to-sheet, and order-to-order consistency, specifically engineered for the tobacco applications

- **Superior flatness** provides curl stability minimizing downtime associated with packer jams.
- **Excellent dimensional stability** results in better running blanks that enhances packer line productivity at changing environment.
- **Consistent scoring/creasability** improves pack formation and packer line runnability.

These Promina advantages over multi-ply FBB paperboard translate into superior total cost of ownership for customers during the converting and packing process.

VALUE-ADDED TECHNICAL SERVICE & SUPPORT

On-site technical support provides valuable insights and recommendations to ensure optimized packing line, printing, and converting performance. This means reduced downtime and unplanned stoppages with improved operating efficiency.

INCREASED PACKING LINE EFFICIENCY

Cigarette packing machines are very demanding, so we demand a lot from our SBS tobacco paperboard and that enables our Promina to deliver maximum packing machine speeds with minimal downtime and wastes of finished pack vs FBB. Results of the extensive packing line trials in 2020–2021 showed:

- 11.2% decrease in blank-related downtime
- 0.5% increase in blank-related uptime
- 51% reduction in rejects

REDUCED TOTAL COST

Increased efficiency simply translates to more packs per shift.

7.5% increase in packs per shift equals \$484 cost savings per ton of paperboard consumed.

Improved efficiency and reduced material-related loss provide a win-win situation in a challenging market.



CONCLUSION

THE PROMINA ADVANTAGE: A PARTNERSHIP FOR REDUCED TOTAL COST OF OWNERSHIP

Our Promina paperboard has demonstrated improved packing line efficiency in extensive trials over the past 10 years. It has delivered tangible results for the global tobacco brands in their operations. The competitive trial at the global brand owner's tobacco packing plant that took place from November 2020 – March 2021 solidified our Promina Advantage:

- **Reduced material-related losses**
- **Improved efficiency with increased packing line output**
- **Reduced total cost of ownership**