



Service company manifesto



Service company manifesto

The group of companies "Gotek" has been known for 50 years as a manufacturer of high-quality and modern packaging. Over time, it became clear that the value of our business for the client is not so much in the quality of the product - the "box", but in how it "lives" beyond the delivery. In the study of how complete this "box" provides a solution to the latent needs of the client, how it can optimize costs and improve processes.

We want to consider these factors and suggest the best solutions.

This is the fourth dimension, which often remains unnoticed behind the three physical dimensions of packaging.

And this is the most valuable thing that can be offered in today's market.

That is why we turned from a packaging company into a service company.

And this is our manifesto.





The fourth dimension that we have created is based on four benefits: money, time, relationships and opportunities.



Money

We all began to count money more. But, hoping to save money at one of the stages, companies often lose more at the next stages. As a result, the cost of packaging consists of costs and losses incurred by the company at each stage. And every percentage of the reduction in such costs turns into profit.

Besides the costs, the packaging itself can be a source of profit. Starting with how convenient it is for the merchandiser to put your product on the shelf, and ending with how the shopper will see it surrounded by competitors.

Everybody offers cost savings - we offer ways to increase profits.



Time

Time is the most limited resource. It is spent on research, writing a technical assignment and finding an appropriate solution by trial and error. We modeled this process differently. We propose to optimize the time for drawing up a specification and develop it together, based on your targets.

It is not enough to have time to complete the packaging on time, it is important to anticipate future requests.



Relationships

Service is not only about completing a task. This is the ability to identify and understand a need, which is difficult to say, and then translate it into the language of the packaging solution functionality.

It is easy to fulfill any technical task, but we find a new solution for your tasks.



Opportunities

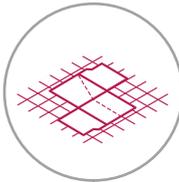
New opportunities are not visible without the synergy of market participants. Playing by the old rules, you lose when you negotiate separately with each of the contractors, from branding agencies to logistics companies. We propose to combine them.

You can start cooperation with any company.
We offer cooperation with infrastructure.

The fourth dimension of the packaging life cycle



All stages of the packaging life cycle are an area of significant opportunity for packaging optimization. We are looking for hidden opportunities on each of them:



packaging design



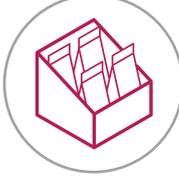
packaging logistics



packaging in production



packaging in the supply chain



packaging in retail

Optimized packaging solutions allow to increase product marginality. We confirm this in practice.

Create packaging that can generate additional profit before hitting the shelf



Packaging starts with a prototype. In order to develop an effective solution, we have created operational tools for research, design and testing of packaging.



Explore

To maximize the satisfaction of the needs of each packaging solution user, we conduct in-depth research into the stages of packaging use. This process seems time labour-consuming and risky. Special techniques allow you to go through this stage without extra time and effort on the part of the client's employees.



Design

The developed prototype must have optimal functionality. The cost of packaging is ultimately the cost of functions. If some functions are not used, then the costs for them become useless.

We created a 4D Lab, in which we learned to “reduce” development time from a few weeks to a few days. And you can check it yourself in one of our locations or online.





Test

We check the developed packaging in action. For these purposes, within the framework of 4D Lab, we are constantly expanding tools that allow us to produce the most realistic tests, reducing the stage duration by several times.

You can learn more about industry-specific and individual solutions from our specialists.



And if there is not enough time for individual solutions, ready-made complex industry solutions from Gotek will allow you to create the optimal transport, group and consumer packaging for your industry.

Save money at the stage of packaging supplies

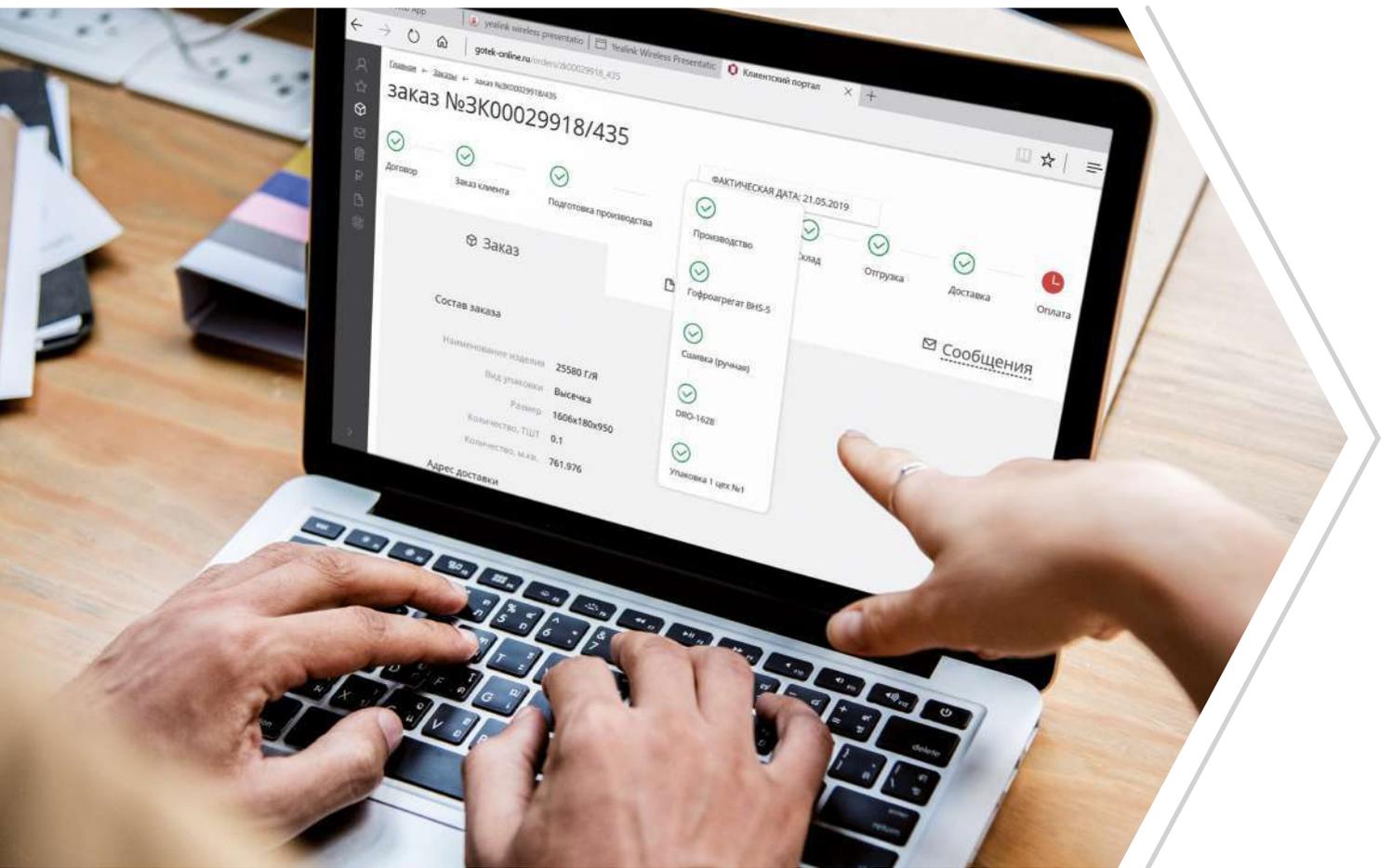
Delivery of packaging is a key issue for a business to work.

And it has many hidden cost-reduction opportunities.

How to optimize the workload of warehouses, but at the same time there will be always enough packaging?

To begin with, you can optimize the assortment, design and material consumption of products. We have examples where savings in vehicles and storage space with equivalent consumption reached 38%.

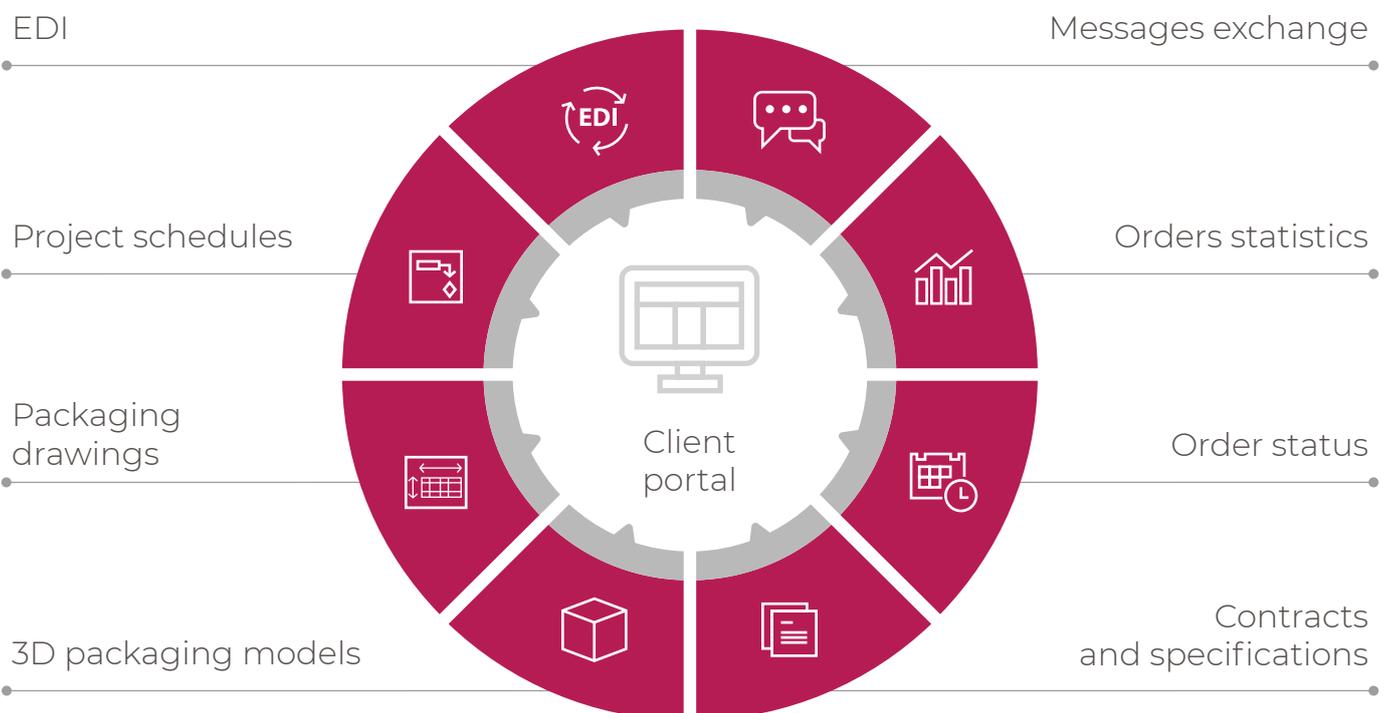




So that you can avoid significant capital costs, we are ready to bear the costs of storing packaging on our territory and offer a "Just in Time" delivery system.

Do you want to control all stages of delivery?

We have created a convenient personal account (client area) so that you can track and manage deliveries online.



Increase productiveness

It is extremely important how the packaging "behaves" in production. We're not talking about targeted level quality and performance - our solutions in these areas speak for themselves.

The final goal is not to create packaging, but to design an optimal packaging process.

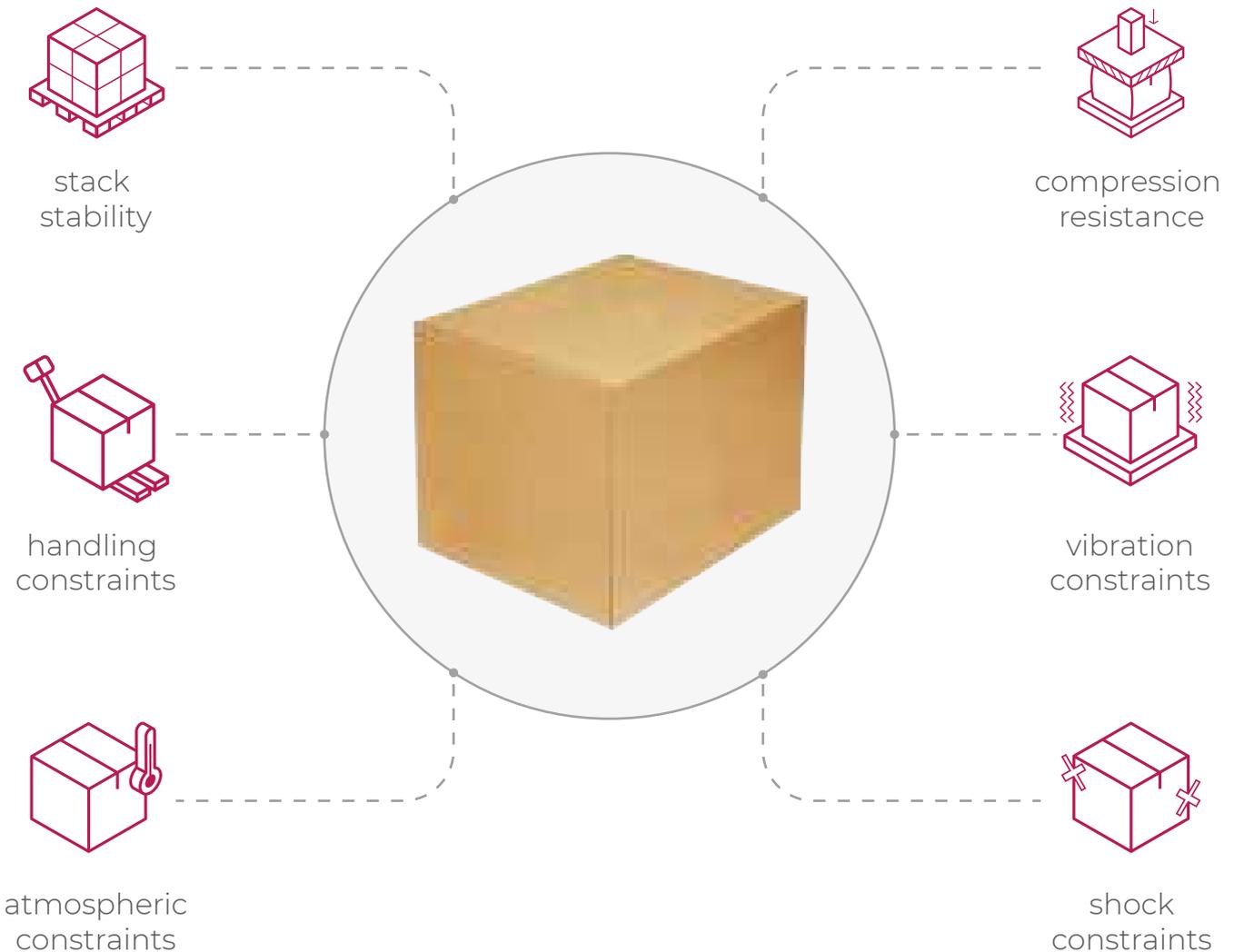


Increase speed and reduce losses

Logistics is an area of tremendous opportunity for cost optimization through packaging.

On the one hand, by analysis of physical and mechanical stress, we can increase the safety of the product. Our packaging solutions keep our customers' products intact.

As part of the 4D Lab complex, we organized a simulation laboratory for logistics tests and certified it according to the International Safety Transportation Association (ISTA) standard. All effects on packaging during the logistics cycle are modeled here:





On the other hand, by optimizing the combination of design and composition and achieving the multiplicity of placing transport packaging on a pallet, we provide better stability of the stack and loading of the vehicle.



To Sell more

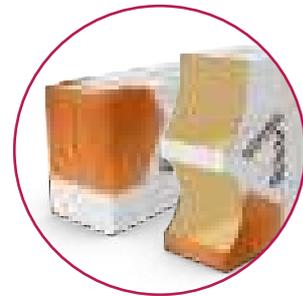


Packaging is a sales engine.

It seems that the consumer is only paying attention to the packaging of the product. However, the environment of this package also matters.

Technical competence is combined with a unique complex of printing, therefore we create a solution that is convenient for all participants in the process: from movers and merchandisers to the final consumers of the product.

Packaging can easily be transformed from transport to merchandising.



In addition, we develop consumer and promotional packaging for various products. Optimum packaging is created through functional analysis and a wide range of printing technologies. Digital printing makes each piece unique.



Our capabilities allow us to create not only packaging, but also entire promotional designs. We specialize in "prepack" solutions that allow you to quickly and inexpensively organize additional points of sale in stores of any format.





Thank you for reading our manifesto.

We sincerely believe that a packaging solution optimization service throughout the entire life cycle will increase business efficiency.

And to make the life of people that work with packaging easier and more enjoyable.

And that means making such a life for all of us.

Order our free audit of your packaging from your sales manager.

We invite you to discover the fourth dimension of your packaging.



Novomoskovsk,
Tula region

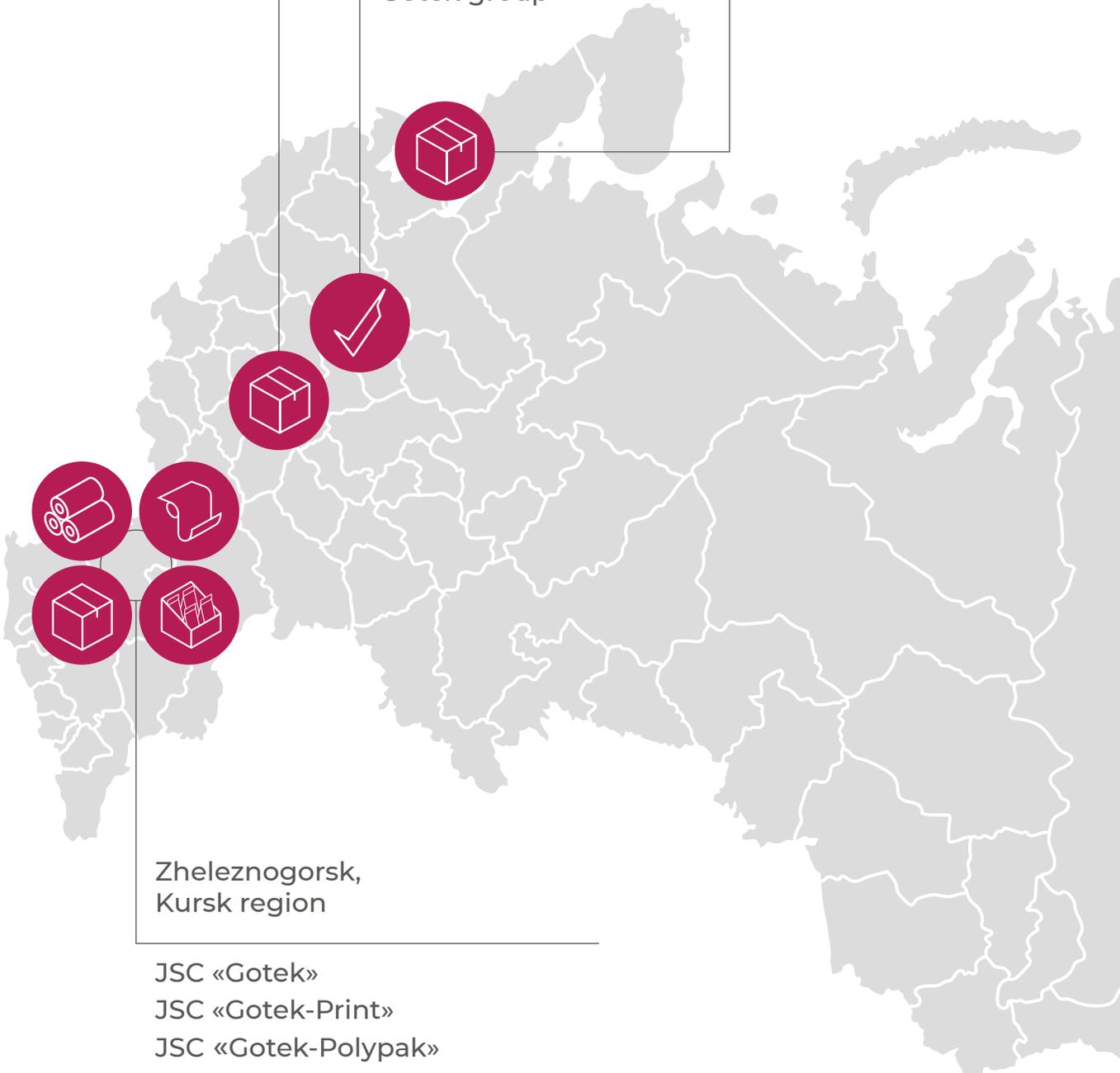
JSC «Gotek-Center»

Moscow

JSC «Management
company of the
Gotek group»

Novosaratovka,
Vsevolozhsky district,
Leningrad region

JSC «Gotek North-West»



Zheleznogorsk,
Kursk region

JSC «Gotek»
JSC «Gotek-Print»
JSC «Gotek-Polypak»



WWW.GOTEK.RU