



# ALLIED<sup>TM</sup> DEVELOPMENT

Packaging Research, Consulting, and Publishing



**P**ROVIDING CUSTOM RESEARCH AND CONSULTING

**D**EVELOPING PRIMARY PRODUCT PACKAGE DESIGNS



**R**ESEARCHING, WRITING, AND PUBLISHING IN-DEPTH MULTI-CLIENT MARKET, ECONOMIC, AND TECHNOLOGY STUDIES ON IMPORTANT AND INNOVATIVE TOPICS IN THE PACKAGING INDUSTRY



**F**OCUSING ON VALUE CHAIN ANALYSIS WITH CUSTOM WRITTEN ECONOMIC AND FINANCIAL MODELS AND HUNDREDS OF FULLY RESEARCHED CASE STUDIES



## Allied Development has a Strategic Focus on Economic and Financial Analysis

Allied Development developed its economic modeling software through years of real world packaging and business experience. This “one of a kind” software is used to provide extremely detailed packaging cost models from various perspectives in the packaging value chain. The software creates a virtual facility with all the necessary assets, expense categories, and manpower for a manufacturing operation. Typically, Allied Development’s economic models are constructed from the perspective of either the packaging producer or product packager, but the models are not limited to these perspectives.

The modular design of Allied Development’s software is the key that allows for the construction of models from any perspective in the packaging chain. This modular design also provides complete flexibility in modeling packaging processes and systems.

The resulting model provides the ability to input variables according to process (extrusion, co-extrusion, printing, slitting, rewind, lamination, form/fill/seal, thermoforming, sterilization, hot fill, aseptic, etc.) and materials (price, density, thickness, etc.), then to create a pro forma profit and loss statement to the plant margin level. All assumptions used in conjunction with the economic modeling software are fully researched to ensure they correspond to real world operation and performance.

Due to the detail and depth of analysis provided by the modeling software, hundreds of factors can be analyzed to determine their impact on overall production cost. These factors include material costs, energy costs, labor costs, secondary packaging, and/or period costs. This is accomplished through the software’s extensive “what if” capabilities.

In addition to the software platform, Allied Development provides fully developed economic cases. In this mode of analysis, the software creates two virtual facilities, one corresponding to each packaging process, creates pro forma profit and loss statements to the plant margin level, and standardizes the results for comparison. Examples of economic analysis done in this mode include:

- retort pouch vs. metal can
- stickpack vs. sachet
- PET tray vs. PET-coated paperboard tray
- polypropylene cup vs. polypropylene-coated paperboard cup

# CUSTOM RESEARCH, CONSULTING, AND PRODUCT DESIGN

## WHERE IS THE VALUE?

Allied Development can help  
you achieve  
all these benefits:

**Improve Time To Market**

**Utilize The Latest  
Technology**

**Expand Your Market**

**Charge Up Your Creative  
Process**

**Accelerate Top Line  
Growth**

**Reduce Your Financial  
Risk**



After more than 20 years experience as a Business and Technology Executive for Union Carbide, Viskase Corporation (now Bemis), Rexam PLC, and Graphic Packaging International, Steve Mogensen joined the startup company Allied Development Corporation in 1996.

Allied Development provides a variety of custom research with the focus on assisting clients generate new revenue. This includes services from concept development to hands on product development. Allied Development is dedicated to providing timely and accurate information and services that will forward your career and your company's business. Recent projects include:

- Assistance with market implementation of new product imported into the U.S.
- Development of a hedging strategy for packaging purchases
- Market and technology analysis for a company entering a new flexible market segment
- New pouch project including pouch design, material selection, fitment integration, and production process

Dear Colleague,

Allied Development began operations in 1995 to fill a void in the packaging industry. The company has expanded rapidly ever since, in lock step with the growing demand for fast response, quality information and services.

Allied Development has served hundreds of Fortune 500 and other clients since its beginning. These clients have demonstrated their appreciation of Allied Development's customer orientation, strategic thinking, and hands on practicality.

The need for good information has increased dramatically since 1995 and will continue to do so in the future, making Allied Development's services even more important today. The future appears very bright for Allied Development, and the clients it serves. Please call us (952-898-2000) or visit our website ([www.allied-dev.com](http://www.allied-dev.com)).

Sincerely,

A handwritten signature in cursive script that reads "Steve Mogensen".

President  
Allied Development Corp.

# MULTI-CLIENT STUDIES

Unlike many other sources, Allied Development's studies are written, researched, and produced internally. As a result, you have an information source available to you with a true understanding of the packaging industry. Our studies provide the understanding of key challenges and opportunities that industry participants are experiencing now and will face in the years ahead. A few of the topics covered include:

*Barrier Films and Coatings*  
*Flexible Packaging*  
*Glass-coated Films*  
*Medical Device Packaging*  
*Microwave Packaging*  
*Oriented Films*  
*Retort Pouches*  
*Stand-up Pouches*  
*Stick Pouches*

Most of these 250- 500 page studies examine the topic on a global basis. Each study includes sections covering technology, economics, market trends and projections, and profiles of companies important to the industry.

## Testimonial on *Oriented Films for Flexible Packaging*

" I must say, in my thirty-five years in the film business, this is, without a doubt, **the best and most comprehensive report** on the subject I have ever seen. I would, and will, highly recommend this report to anyone in the film and/or flexible packaging business. I also believe it would be of great interest to end users who are constantly trying to understand the oriented film business."

From Mr. Raymond A. Woody  
Chief Executive Officer of J<sup>2</sup> Enterprises



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To learn more about how Allied Development can assist you, or to purchase our studies, visit us at: **[www.allied-dev.com](http://www.allied-dev.com)** or call **1-952-898-2000**