



PriceForce® Overview

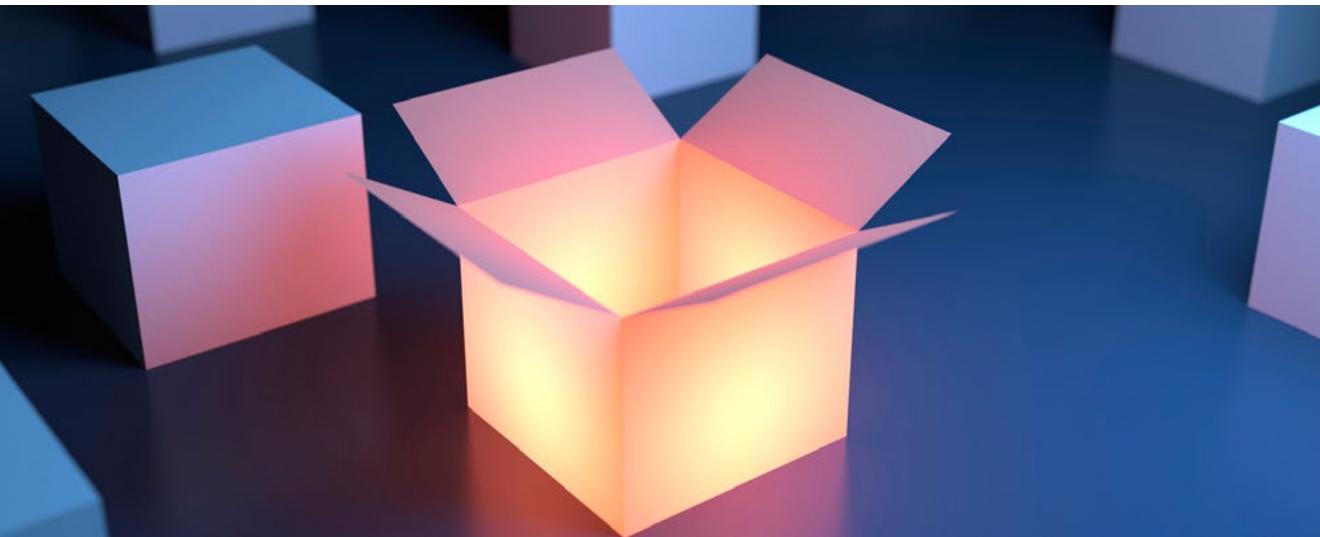
Welcome

Welcome to Aperia International Inc., your global consultancy for the packaging industry and related private investors.

On behalf of our company, I am proud to introduce within the next pages, what we're doing and why we believe we are unique in our service.

Aperia originates from the Latin aperio = to unveil, uncover, lay bare, make clear.

This is what we do.



we do not believe that theoretical concepts or the one size fits all, solutions are really helpful. In our experience, those concepts work, but address only part of the problem and sometimes leave more complexity behind.

In most instances we know what to look for, so we can get behind the curtains, underneath the carpet and into the weeds - very quickly.

Some things we find, you may already know, some you might not. What matters from our point of view, is what to do with those findings.

All of our people have worked in executive, managerial and operational roles during their industry careers, in 9 out of 10 cases we have come across similar problems, questions, or findings before and can provide a solution which works. At Aperia International,

With all respect to the theory, we rather apply a pragmatic approach, that we know will fix, what is not working. We don't stop at telling and not stop at telling you what is wrong and WHAT you need to improve. We work with you on HOW to improve, if necessary, step by step.

Unlike many other firms, we employ and work only with people from the packaging industry. Why this matters?

We know your technology, your suppliers, most of your customers and chances are high, that one of our people is already connected to your company. We typically can start on day one of a project.

We are packaging people.

Please read on, to learn more and do not hesitate to contact us for more details.

We are looking forward to create value for you!

+1-972-317-4387



*Aperia originates from the Latin aperio =
to unveil, uncover, lay bare, make clear.*

One of our cornerstone tools and systems we use, is our proprietary software called **PriceForce®***.

Whether you want to improve your customer interface, your sales personnel efficiency, or you want to understand where and how to increase your improvements, **PriceForce®** is the tool for you.

Developed by pricing experts for Sales and Marketing, **PriceForce®** is also of great use for most other functions.



* Patent pending.

PriceForce®

- a new software to analyze and 'map' your customer data and positioning
- a new methodology to provide focus on areas that matter
- a solution to the ever present price questions

Improvements



up to 20% improvements due to more effective customer management, pricing, SKU reduction and capacity debottlenecking.

Interaction



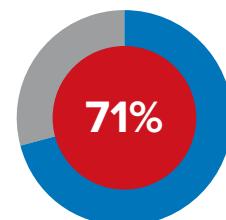
40% more interaction with the 'right' customers. Better focus, efficient resource planning, effective account strategies. Less waste.

Quick check - do you find yourself below?



- I don't have a pricing strategy
- I don't know what the best price is
- I see my margins decline over time
- Where should my sales people spend time
- Which are products I should produce more of
- I don't know what a service level (agreement) is
- I have a hard time driving price increases in my business
- Where and how shall I focus my research & development efforts
- I understand needs based segmentation, but can not link it to profit

Pricing Strategy



71% of firms do not have one

How does PriceForce® work?

The software creates from your customer data (i.e. profit margin, sales volume, unit sold) a **9 box diagram***, which defines your business and your actions.

Whilst **PriceForce®** was never intended to replace other analytical tools, we felt that adding a few options would enhance the way you look at your customers.

You can filter and aggregate your data by region, country, customer group, customer product, SKU or sales person - or a combination of all.

This allows you to run comparisons, single out specific segments or define a range of data you want to look at.

Once the filter and summarize options are set, you press a simple button and the software produces a plot, which can be further modified and then printed. In order to avoid unwanted manipulation the plot can also be exported to Adobe pdf by a simple click of a button.

From here you can email, save, compare and perform all other pdf related functions.

Simple enough? Try it out.



Please contact us
for more information:

at pricemap@aperiaint.com
or through one of our regional hubs
or under our Info line at
+1 972-317-4387

* Patent pending.

PriceForce®

The methodology

		Customer size		
		Small	Medium	Large
Profit level	High	grow in size	sell more	sell more
	Medium	change service model	adjust service level	sell more
	Low	increase price	increase price adjust service level	adjust service level

- 9 boxes define your business and your actions (see example to the left)
- Customer and product dimension are available
- Revenue, quantity, profit or gross margin by geography, sales person or other criteria
- Pragmatic approach to product pricing, creating focus based on value
- Move away from needs based segmentation which lacks the profit element
- Move away from one size fits all commercial approaches (i.e. price must go up 5%)
- Overlay with R&D (projects) or resource (time spent) data to reveal areas for improvement
- Use your existing data, products and customer information in one tool



Aperia International
3824 Cedar Springs Rd #801-7601,
Dallas, TX 75219
+1-972-317-4387
info@aperiaint.com
www.aperiainternational.com