Smurfit Kappa receives the Nestlé innovation award

Smurfit Kappa has just received the Nestlé award for innovation for its contribution to the "Círculo Virtuoso" program of the food giant, whose objective is to improve the company's inter-annual results through innovation and sustainable practices. The award recognizes the results of the joint collaboration in the promotion of Nestlé cereal products.

This company developed an ambitious project to identify cost reductions and minimize losses, taking advantage of their previous experience with their SupplySmart service. Thus, *among the improvements it presents, the change in packaging materials, the optimization of logistics processes and the increase in the efficiency of the reception processes stand out.*

In summary, the partnership between Smurfit Kappa and Nestlé Cereal Partners has provided Nestlé with excellent savings.

SupplySmart is a value-added service from Smurfit Kappa, which uses data from more than 50,000 customer supply chains in more than 30 countries around the world, collected over the years, to take packaging optimization to a new dimension. It is a leading tool in the sector, which allows companies to assess their risks and optimize the efficiency of their supply chains.

This world-class service combines big data with creative solutions, specialized knowledge and years of practical experience. Therefore, it allows companies to reduce logistics costs, streamline production and optimize the costs of packaging operations without compromising the protection of the product.

Award for trust and innovation

At the Nestlé UK and Ireland Supplier Awards, held in London, Smurfit Kappa impressed the jury with the *"collaboration model used with Cereal Partners" in an initiative classified as "End-to-End Walk*". end).

The CEO of Smurfit Kappa in the United Kingdom, *Clive Bowers*, said: *"Nestlé is a very valuable customer and we are delighted to achieve this recognition, because it shows that close collaboration and knowledge of all aspects of a client's activity are the ingredients necessary for a relationship to be fruitful. "*