

JABIL

connected packaging



CONNECTED PACKAGING

A Better Experience by Any Measure



The Problem

It is getting more difficult for CPG brands to reach new customers and hold on to valued ones. The marketplace is in constant flux. Ecommerce is soaring. And smaller brands are becoming fierce competitors almost overnight. How can brands differentiate in this type of environment? Will the old tactics work or is it time for something new?

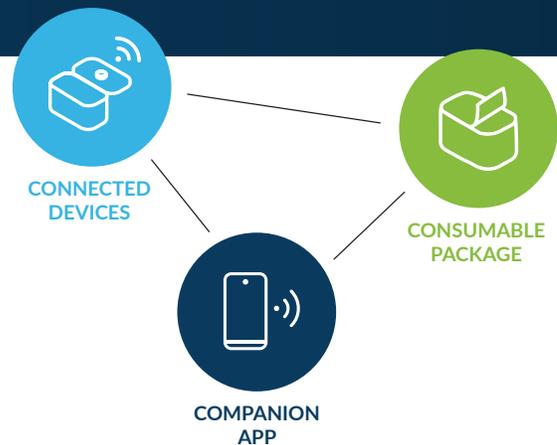


The Solution

Connected Packaging brings the future into our homes today. Jabil's innovative new technology platform allows CPG brands to disrupt the marketplace with game-changing auto-replenishment that transforms the user experience and boosts brand loyalty.

How it Works

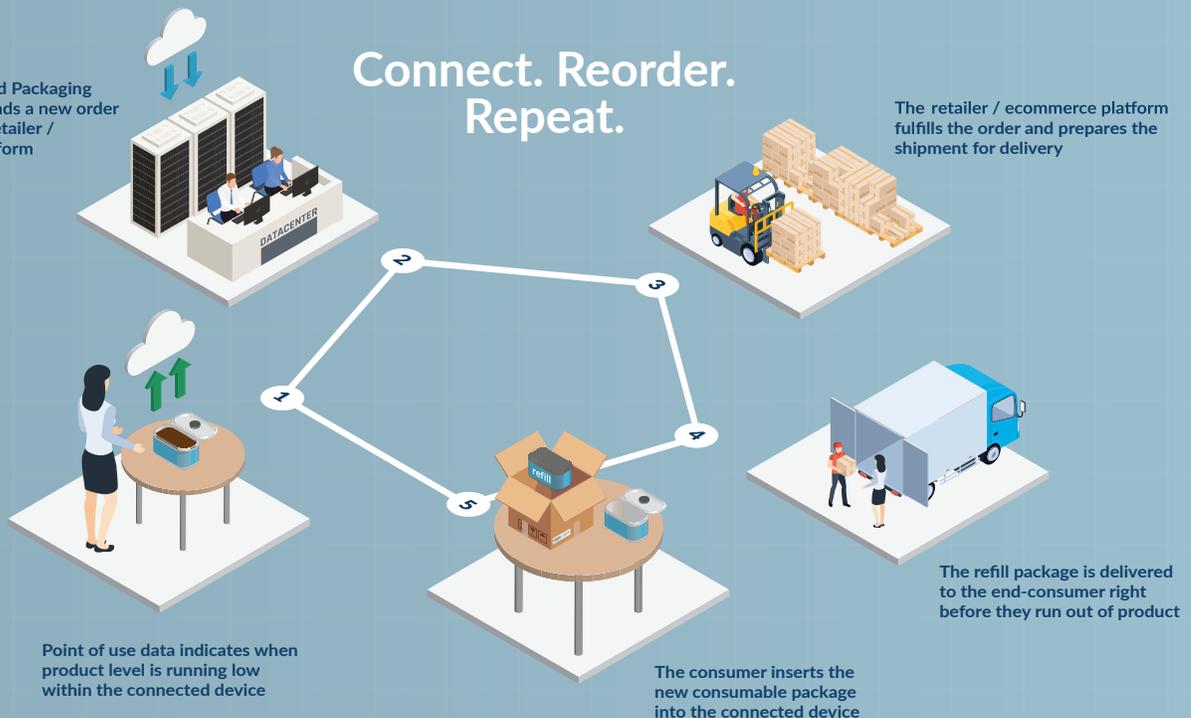
Jabil's connected packaging solution combines three key elements: a durable **connected device**, the matching **consumable package**, and Jabil's white label **Companion App**. These forces work together to sense when a product is running low, and automatically reorder—just in time, every time.



Connect. Reorder. Repeat.

Jabil's Connected Packaging IOT platform sends a new order request to the retailer / ecommerce platform

The retailer / ecommerce platform fulfills the order and prepares the shipment for delivery





CONNECTED DEVICE

The Device

Cyclops is a hockey puck-sized device that consumers attach to their refill container. It uses an advanced infrared laser to precisely measure the amount of remaining product and leverages a Wi-Fi antenna to communicate that information to the cloud. The device can be powered for an entire year on a single AA battery, making it perfect for accurately measuring cereal, dog food, coffee and other consumable products.



Once paired with Jabil's Companion App, Cyclops communicates real-time product data to trigger an auto-replenishment order when product supply runs low. Now your consumers can relax knowing they will never run out of product or have to deal with excess supply.

Multiple Formats Available



Adhesive Mount



Custom Bin Integration



Screw Mount



CONSUMABLE PACKAGE

The Consumable

The mono-material, recyclable package contains the product the consumer receives when they reorder. These packages are designed to work with the durable device to offer sustainability and weight advantages over traditional packaging.



With the durable device protecting and dispensing the product, the consumable package can be lighter, leverage innovative sustainable materials or eliminate romance packaging all together.



Advantages of a Durable + Consumable Model:



Sustainability Gains

Leverage sustainable materials and reduce carbon footprint



Optimal Storage Space

Never too little and never too much



Overall Convenience

Saves money and time



COMPANION APP



The Intelligence

Jabil's IOT platform leverages a microservices-based architecture to shuttle information between the connected device, the Companion App and the cloud backend. This critical information which includes product fill level, battery level, and frequency of access allows brands to craft a highly customized and engaging user experience.

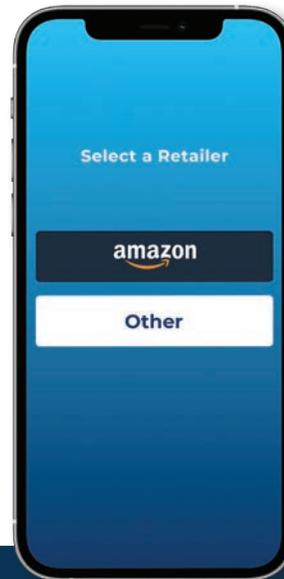
The Companion App allows consumers to identify the product they would like to have automatically replenished. They simply choose a brand and define the auto-replenishment thresholds that will work best for their home and family. It's really that simple.

Once set-up is complete, Cyclops will trigger auto-replenishment events whenever the consumer is running low. A notification gives users the ability to confirm the new purchase or delay it to a more optimal time.

Brand Customization



Retailer Flexibility



Personalized Replenishment



The Next Generation of CPG Insights

This connection point inside the home reveals descriptive information that CPG brands have never had access to—including total active users, number of replenishments over a period or even the seasonality of a product. These descriptive analytics allow for better decision-making on production levels, uncover new product development opportunities and provide new engagement opportunities to stimulate brand loyalty.

A BETTER EXPERIENCE BY ANY MEASURE

Consumer Benefits



Enhanced Convenience



Optimized Storage



Improved User Experience

Brand Benefits



First Party Data



Improved Brand Loyalty



Optimized for Ecommerce



Get started with Jabil's Connected Packaging Services

1. **Innovation Sprint** – Move from idea to proof-of-concept in less than one week
2. **Prototyping & Engineering** – Develop connected packaging designs and prototypes
3. **Prototype Validation** – Perform intimate, low-risk trials with internal teams, friends or family members
4. **Connected Trial** – Test your concept with hundreds of participants
5. **Market Launch** – Execute a national or global launch for your connected packaging product

About Us

At Jabil, we strive to make anything possible and everything better. With over 260,000 diverse, talented and dedicated employees across 100 locations in 30 countries, our vision is to be the most technologically advanced and trusted manufacturing solutions provider. We combine an unmatched breadth and depth of end-market experience, technical and design capabilities, manufacturing know-how, supply chain insights and global product management expertise to enable success for the world's leading brands. We are driven by a common purpose to make a positive impact for each other, our communities and the environment.

