

Technology Scouting

Sustainable Packaging Technologies

PROBLEM STATEMENT

A leading FMCG company needed alternatives to conventional plastic packaging that could meet sustainability targets without compromising product protection or manufacturing efficiency.

HOURLASS SOLUTION

- Conducted global scouting of recyclable, compostable, mono-material, and bio-based packaging technologies.
- Assessed manufacturing compatibility, cost implications, supplier maturity, and scalability.
- Benchmarked emerging startups alongside established packaging innovators.

VALUE WE CREATED

Reduced technology search time from months to weeks.

- Identified multiple near-commercial packaging alternatives.
- Reduced innovation risk through independent technology validation.
- Supported sustainability roadmap and supplier engagement.



Learn More
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