

# webPKG: Part of the HP Package

Hewlett-Packard to license webPKG's new packaging e-service.

The pioneer provider of Web-based packaging e-services, webPKG, announced that the Hewlett-Packard Co. (HP) has licensed its commodity in their LaserJet Product Group. The largest of HP's printer divisions, the LaserJet Product Group, will be the first HP group to utilize webPKG in their North American, European and Asian operations. Providing packaging specification management, collaboration features and integrated engineering capabilities, webPkg applies to all participants in the global corrugated supply chain. HP's DeskJet Product Group, the Inkjet Supplies Group, and the Technical Computing Group will simultaneously evaluate webPKG, in a pilot program, over the next six months. Upon successful completion of the evaluation, these groups will adopt webPKG's e-service as well. Employing their integrated approach, HP can standardize and manage thousands of attributes and compo-

nents across geographically dispersed sites to achieve significantly improved control, cost reduction and competitive advantage.

The first company to offer a real-time, collaborative approach, webPKG manages the full range of boxboard container production information throughout the product's lifecycle. This integrated e-service encompasses robust functionality to support package specification management, supply chain collaboration and carton engineering automation. At the core of this hosted service, webPKG has created a hub where users, both within and outside of a company, can create, manage and work together on packaging specifications in a single virtual location.

HP will employ webPKG's e-service to provide a centralized, boxmaking e-hub to engineers in marketing, manufacturing and product design and development. The service will contribute to the development, management and sharing of certain carton specifications across three continents. Expected to use the service are more than five hundred LaserJet Product Group engineers and other packaging participants.

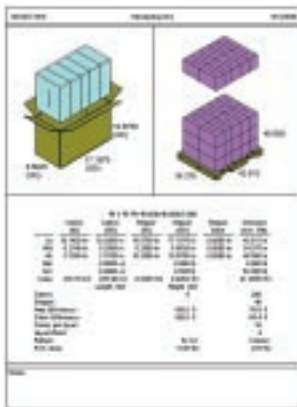
by Matt Coleman  
Technical Editor

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### PACKAGE MANAGEMENT

The webPKG e-service will present HP business groups and distribution centers with an easy, efficient way to direct and control numerous components across various geographical areas. Also through the use of this function, HP's diversified partners can expect an edge over the competition, a decrease in cost and greater regulation of information. This was previously challenging for the Laser Jet Product Group due to antiquated storage of specifications, inconsistently documented data, disparate information systems among departments and global time constraints.

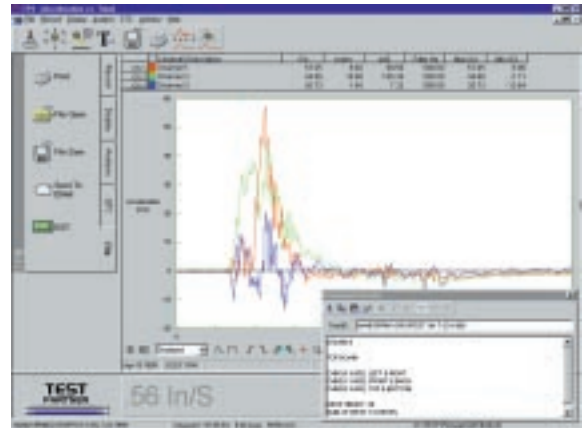


HP's webPKG's solution offers users an ability to work together internally using one common platform. They contain the capacity to develop and record packaging information consistently among all engineers by creating standard procedures and processes. Additionally, the service has the capability to track historical changes in packaging design while enabling corrugating engineers and other participants to communicate

efficiently with vendors and suppliers and minimize miscommunications, thus greatly reducing the overall number of errors.

### SAVINGS VIA THE WEB

Using webPKG's packaging e-hub, HP anticipates a minimum saving of 10% to 15% in their engineers' documentation time. "HP Packaging is becoming a strongly integrated, process focused, capability-based organization.



The company will have the ability to react quickly and effectively, as well as successfully navigate the ever-changing dynamic environment in meeting future customer and business needs. To achieve this objective, HP will need an integrated information system that will provide a means for dynamically disseminating packaging information instantaneously around the world. I believe that webPKG's e-services has the capability to provide this solution," states Paul Russell, corporate packaging program manager of Hewlett-Packard Co.

Robert DeNola, founder and CEO of webPKG, reports, "We are thrilled that a global industry leader like HP has recognized webPKG's packaging e-service and licensed it for use throughout its largest printer division. We believe our e-service can deliver our customers with the ability to establish more efficient real-time collaboration and information sharing throughout their enterprise regardless of location, resulting in improved efficiencies, cost-reduction and long-term competitive advantage."

Before webPKG



With webPKG

