

FAST FACT

"The market for front-line labor management solutions-which includes applications for managing employee time and activity, as well as workforce scheduling-is expected to reach \$2.5 billion during the next three years, according to Kronos, a provider of such solutions"

Wrapping up package design efficiencies

New eService from webPKG helps xpedx integrate package development, design, and logistics

According to Hayward, Calif.-based webPKG, a provider of solutions for the packaging industry, the company is pioneering a category called "packaging eServices" and is the first to offer a real-time, fully integrated collaborative approach to managing the full range of packaging information in a virtual repository. According to the company, webPKG can dramatically increase the efficiencies of the enterprise product life cycle.



Robert De Nola, founder and CEO of webPKG

WebPKG's hosted eService, which optimizes packaging design and development throughout a product's lifecycle, is Web-based and enables collaboration and e-commerce among supply chain members. Robert De Nola, founder and CEO of webPKG, says his company takes "a holistic approach by keeping data together and keeping specifications in a

database where you can utilize that data in a manufacturer's supply chain for better and more competitive packaging." He says there are world-class companies using three-ring binders which he describes as "non-leverageable documents on a bookshelf" to manage packaging design and development.

"Up until now, nobody's taken the time to look at packaging," says De Nola. "Most large product manufacturers don't have an

adequate means of managing package specifications. We see it as being intimately connected to product development."

De Nola says his company's service is "an internal enterprise solution to this very core discipline of package development and management." He believes that most companies don't even know a Web-based solution to manage packaging exists. "We're not aware of direct competitors. We see the emergence of pieces of the equation," says De Nola, "but nobody else has the integrated tool set."

A \$7.5 billion distributor of printing paper, graphics, packaging, and facility supplies, **xpedx**, based in Covington, Ky., is an early implementer of webPKG's new packaging eService. Xpedx is rolling out webPKG's on-line service to its 125 wholesale distribution centers, which serves thousands of customers nationwide. Xpedx will use webPKG's eService to better integrate the processes related to the management of packaging design, development, and logistics throughout its global supply chain.

"WebPKG's service helps xpedx to be more competitive by integrating the entire package manufacturing process," says David Wallace, director of e-Business at xpedx. He also expects to give customers greater control over their internal product designs and specifications. "With webPKG's service, we provide more accurate engineering analysis, quotes, and more efficient answers, ultimately improving how xpedx delivers packaging solutions to our customers."

Requiring only an Internet connection, the webPKG eService is said to be platform- and IT-independent and compatible with all hardware, software, network, or operating systems. The webPKG eService is available on a per-user subscription basis, plus a standard one-time enterprise configuration fee.

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