



**GLOBAL  
BUSINESS  
DEMANDS  
GLOBAL  
SOLUTIONS**



**CLIENT  
CASE  
STUDIES**

## **GSSI INCREASES REVENUE AND MARGIN FOR INDIAN MULTIPLE MILL PAPER MANUFACTURER**

### **CLIENT:**

One of India's largest specialty paper manufacturers with additional locations in China, Pakistan and Saudi Arabia

### **MARKETS:**

Manufacturing

### **SOLUTION:**

Introduce new product development process for specialty product lines utilizing existing equipment. Develop alternative sales and distribution channels

### **BENEFITS:**

Provided detailed product development program plan for introduction of new specialty product lines. Identified new target market segments; forecasted improved revenue and profit margin impact

### **ACTION:**

10 month consultative phase to analyze individual papermaking facilities, equipment assets and current product mix. Researched global market requirements, competition, capacity, pricing structures and distribution channels. Reviewed current client manufacturing processes and quality initiatives to provide direction on continuous improvements. Organized client cross functional team to assist in opportunity identification cultural transformation.

### **CRITICAL SUCCESS FACTORS:**

Implementation of new product development process to improve & upgrade product mix. Identify asset reconfiguration of client's existing equipment focusing on minor modifications and low capital investment.. Improve perceived quality and specialty product image within local and international export markets.

### **SOLUTION:**

Work closely with clients manufacturing operations to introduce a new 6 step product development process beginning with idea generation, coarse screen, internal and external product trials along with commercialization process. Equipment modification plan to support new product introductions with "low to no" capital investment strategy. Identify target customers and markets for custom offerings with greater price points and fewer competitors.

### **KEY BENEFITS:**

Projected improved corporate wide ROI of \$25 Million in year one. Provided detailed plan for new specialty paper grades capable of being manufactured on existing equipment assets. Target list of export sales opportunities that offered greater price points and fewer competitive threats.