

84th Annual International Management Conference – PIMA

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-- End Users' Panel --

Judy Lowe – Procter & Gamble

Review of the Marketplace by the End User



Jody Lowe

Purchasing Manager

- **PROCTOR & GAMBLE**

- ✓ *Improving the lives of the world's consumers*
- ✓ **Corrugated Packaging**
- ✓ **Paper Businesses Fiber Based Packaging needs**



P&G Company Overview

- Global company with over 250 brands in 140 countries.
- 2002 Net sales of \$42B
- Well known brands like Tide, Crest, Bounty, Pantene, Olay and Pampers



Company Focus – “Win at the 1st and 2nd Moment of Truth”

- **1st Moment of Truth – *At the Shelf***
 - ✓ **Concept satisfies a need, Product is on shelf, Appeals to the consumer, Priced Right**
- **2nd Moment of Truth – *Home Use***
 - ✓ **Product delivers against the concept and claims (meets or exceeds the consumers expectations)**



Fiber-based Packaging at P&G

- **Over \$500MM in spending on fiber-based packaging – corrugated, cartons and labels.**



What's important to me as a buyer?

- **Base Expectations:**
 - ✓ **Quality**
 - ✓ **On-Time Delivery & Service to our plants, technical resources, etc.**
 - ✓ **Competitive price overall**
 - ✓ **Environmental and legal compliance**
 - ✓ **E-Connectivity to simplify & eliminate waste and costs**



What's important to me as a buyer?

■ Other Expectations:

- ✓ On-going cost structure improvement
- ✓ Supplier diversity spending
- ✓ Help on risk management
- ✓ Innovation – in terms of design, cost-savings, etc.
- ✓ Make it easy for us to do business together.
- ✓ Meet my unstated needs as well as my stated needs. Understand my customers and think about what I may want



In closing.....

- P&G is proud to be a leader in the development of products that *improve the lives of consumers.*
- P&G is focusing on getting *back to basics* – costs & volume.
- More willing than ever before to tap in to supplier resources... *and if you aren't helping today - someone else may be tomorrow.*



Thank You

The P&G logo is displayed in a stylized, blue, italicized font. The letters are bold and slanted to the right. The ampersand is smaller and positioned between the 'P' and 'G'. The logo is centered within a white rectangular box that has a thin black border at the bottom.