



THE
★ PACKAGING ★
SCHOOL

Comprehensive Education, Flexible Learning

Company Snapshot

- 600+ Professional Students in just 1.5 years
- Corporate Customers: Sonoco Thermosafe, Sonoco Flexibles, West Rock, BMW Aftersales, UPM Raflatac, Iggesund Paperboard, Cumberland Container, OREN International, Plastic Technologies Inc.
- Media Relationships: Package Design Magazine, Packaging World, and Packaging Digest
- Associations: AICC, CPA, 20+ conversations



Our Ecosystem



COMPANIES

Brand Owners
Substrates
Manufacturers
Converters
Co-packers
Labelers
Supply Chain
Wholesale
Retail
Packaging Equip.

STAKEHOLDERS

Executive
Management
Marketing
Branding
Bus. Development
Outside Sales
Inside Sales
Customer Service
Operations
Product Mgmt
Project Mgmt
Designers
Package Engineering

PERIPHERY

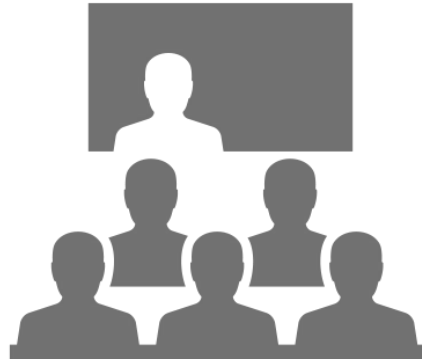
Legal
Finance
Accounting
Human Resources
Distribution
Market Research
Special Projects
Consumer Insight



Education Paths

Options

- Public Universities
- Professional Organizations
- Supplier Driven Schools
- Trade & Company Specific Seminars



Hurdles

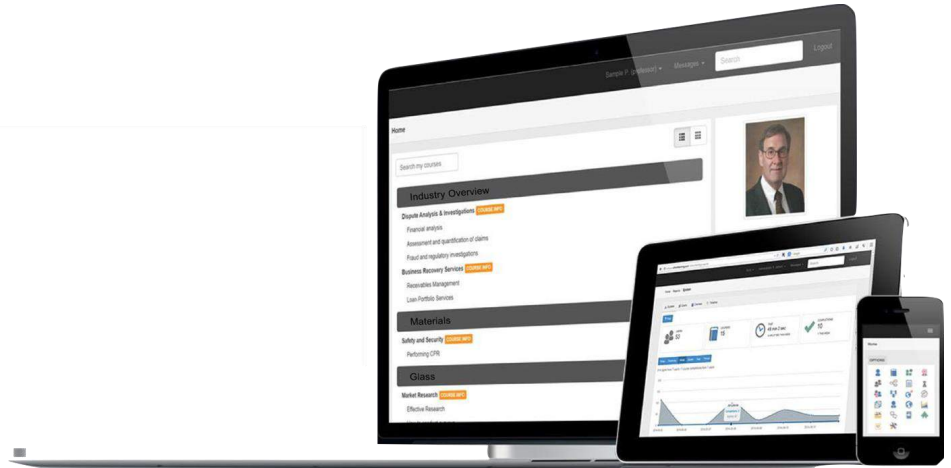
- Costly
- In-Person
- Scheduled Event
- Varied Quality
- Inefficient
- Degree or Design Oriented



Our Solution

Apply technology to packaging education

- Online
- Open 24/7
- No physical restriction
- Efficient
- Consistent Quality





THE
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SCHOOL™



Products & Services

- 12 course Certificate - based on exclusive license from Clemson University
- Original courses
- Content development
- Graphics & videography

- Subject Matter Expertise
- Tutorials
- Interviews
- Full courses
- eBooks
- Webinars

- Continuing education
- Value add to members
- Conference presentations
- Topical webinars
- Exposure to potential new members

- Innovative processes
- Supply chain training
- Niche topics
- Custom courses
- Sponsored lessons
- White labeled training

PROVIDERS

Packaging School

SME

Association

Company

KNOWLEDGE



LEARNING
MANAGEMENT
SYSTEM @
PackagingSchool.com

SEEKERS

Outsider

Industry Insider

Team Manager

Executive

Customer Needs

- Introduction to packaging
- Resume differentiation
- Industry vocabulary & operational understanding
- New market exploration
- Job opportunity

- Expanded knowledge set
- Learning technical skills
- Cross-functional training
- Job promotion
- Flexibility in learning

- Inspiring innovation
- Creating culture of continuous learning
- Benchmarking
- Customer empathy
- Smarter procurement

- Internal corporate training
- Supplier training
- Potential clients
- Proprietary products
- Thought leadership
- Strategic differentiation

The Platform



ABSOLUTE ACCESS

Learn about a wide range of packaging topics online on demand.



VARIETY OF INSTRUCTION

Packaging topics are presented in engaging modules representative of live scenarios.



EXPERT FACULTY

Watch and learn from expert instructors who are leaders in their packaging field.



CUSTOM PROFILE

Track your progress towards certification. Network with fellow students, connections who may come in handy in your career.



ON-THE-GO LEARNING

Access The Packaging School from your computer, tablet or mobile device. Choose which device best fits the moment.



RECOGNITION

Students receive tangible recognition at completion through printed certificates and specialized LinkedIn badges.



Basis and Path Forward

Exclusive Licensee of



Professional
Packaging
Curriculum



Online
Certificate



B2B
Customized
Online Training



The Certificate of Packaging Science

\$399

Individual
Purchase



Course 1: Foundations

This course covers the essentials of packaging, beginning with an industry overview which includes basic functions and terms, the evolution of packaging, its role in society, and how it applies to the industry.



Courses 2-6: Materials

Students will take a deep-dive into the primary packaging materials: paperboard cartons, corrugated containers, glass, metal, and an introduction to polymers. Focusing on what you need to know to make efficient and effective decisions in material selection and application.



Courses 7-11: Processes

The process section is composed of courses covering machinery, introduction to printing, packaging regulations, distribution, and sustainability.



Course 12: Design Workflow

The final capstone course takes students through developing a comprehensive packaging system from start to finish, leveraging the knowledge gained in the prior courses.



PACKAGING
SCHOOL.COM

Capabilities

Software

Learning Platform

- Fully Customizable
- Blended Instruction, Courses, Seminars, Live Webinars, Certification
- Advanced Reporting

Content

Customized Courses

- Packaging Expertise
- Videography
- Graphic Design
- Interactive Design
- Technical Writing

Marketing

Monetize Your Content

- Global Student Database
- Reach New Markets
- Boost Thought Leadership
- Grow Your Audience

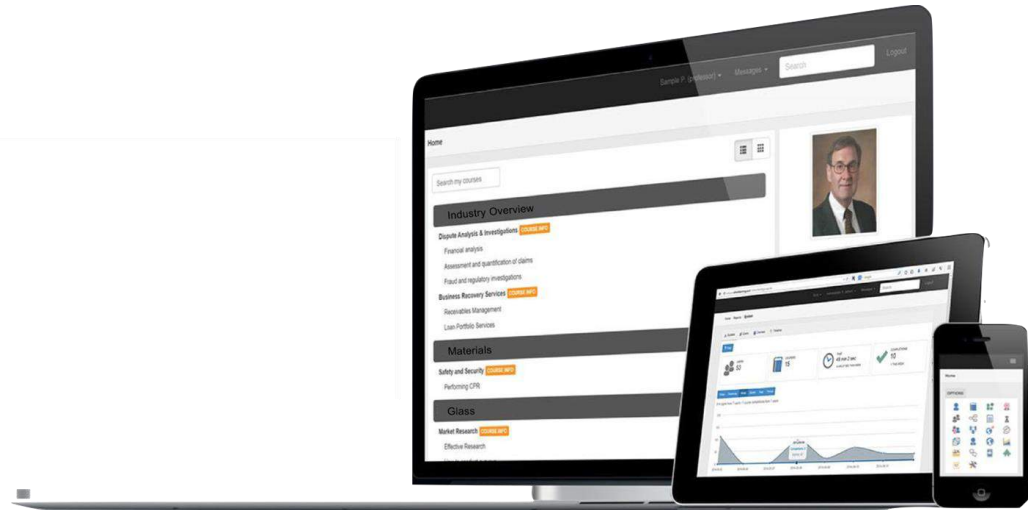


B2B Offerings: Custom Course Content

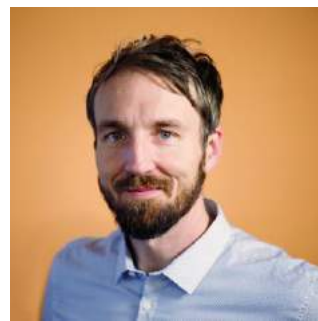
Use our platform to train customers, vendors, and employees on our advanced learning system.

Your 'online school' may feature:

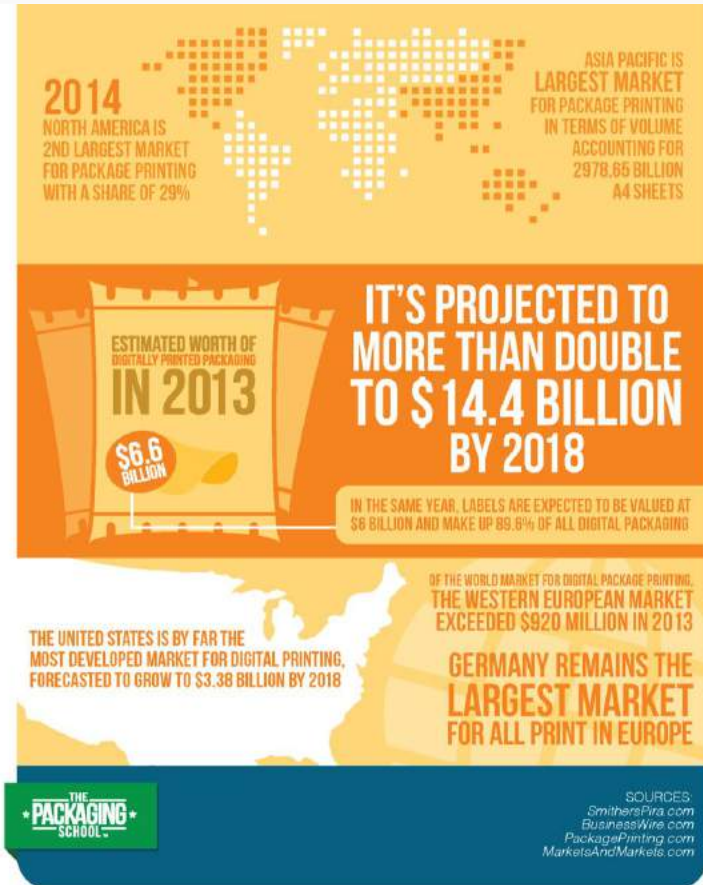
- Customized course development
- Rejuvenated existing content
- Certificate path options
- Corporate branding
- eCommerce options



The Team



Infographic: Printing Packaging Industry



Interactive: Anatomy of a Glass Bottle

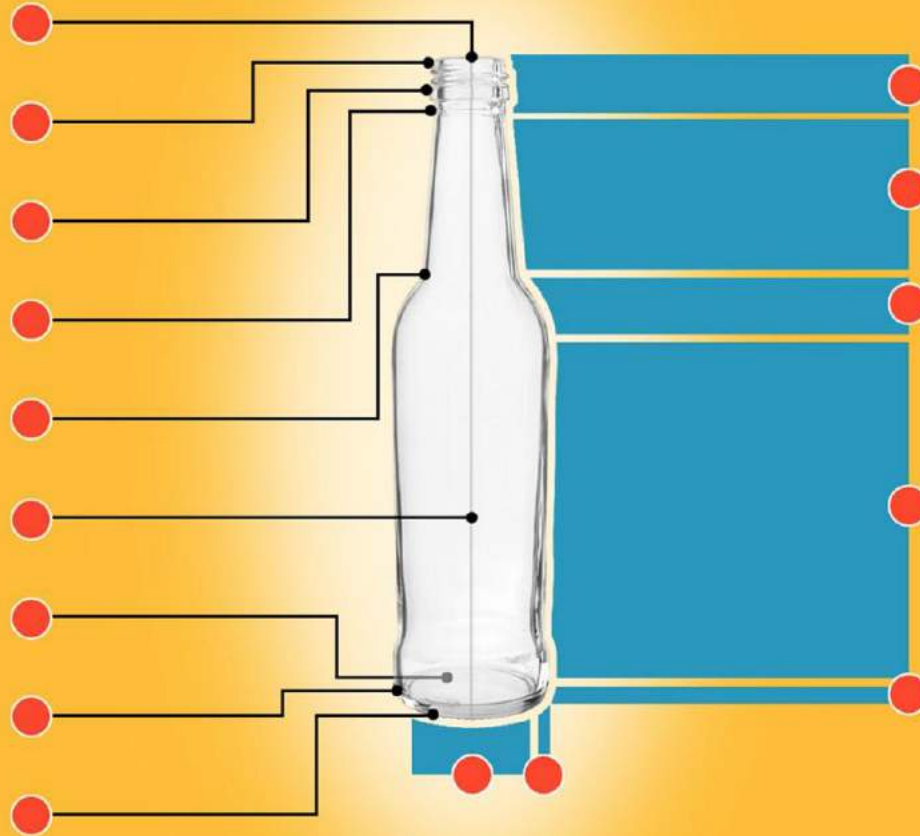


Select **ANSWERS** when you need to review.

Select **TEST ME** when you are ready to test your knowledge.

ANSWERS

TEST ME



Video: Cumberland Container



Course Content - Cumberland Container - Prototyping



SECTION: CONTAINER DESIGN



DESIGNING PROTOTYPE



CREATING PROTOTYPE



CREATING PROTOTYPE



COST ESTIMATION



PRODUCTION



FULFILLMENT



FULFILLMENT



FULFILLMENT



05:33

HD

Course Content – UPM Raflatac - Sustainable By Design



SUSTAINABILITY IN PRACTICE WITH UPM RAFLATAC

WITH
Sara Shumpert
INSTRUCTOR



Custom Training - Sonoco Thermosafe

Challenge: Find an engaging way to communicate essential company information on products and processes despite physical and temporal boundaries for employees, instructors, and customers.

Difficulties: Communicate technical, scientific information in fun and entertaining ways that are still educational. Maintain privacy on proprietary company processes.

Solution: A two-hour online course utilizing video of real engineers and instructors, infographics and interactives for complex processes, and discussions for participants to interact and reflect. The online course serves as a Level 1 qualifier to the Level 2 in-person seminar.



★ THE
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**BMW
SUPPLIER
TRAINING**



KEY



Supplier



Supplier



Target
Region



Supplier



Demand

Custom Training - BMW Distribution Testing



All Courses

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BMW DISTRIBUTION TESTING

taught by The Packaging School

[Enroll for free](#)



PRODUCTION

COURSES

- ONBOARDING
- COMMUNICATION
- CUSTOMER SERVICE
- DESIGN
- FINANCE
- HUMAN RESOURCES
- INDUSTRY
- IT
- LEADERSHIP
- PRODUCTION
- SAFETY
- SALES

Corrugated Basics 101: History and Industry Overview

Cost: \$65.00 USD

This course is the first of a three-part series. The series provides comprehensive training on Corrugated Basics 101, 102, 103. It covers the History and Industry Overview, Corrugated Board and its Uses, and Manufacturing and Converting.

You can purchase a discounted package of the 3-parts, or purchase each of the parts separately. Taking the second course requires having completed the first course, and taking the third course requires having completed the first and second courses.



Note: The above YouTube video covers the series, even though the above freeze-frame might show CB103.

The screenshot shows the AICC course interface. At the top, it displays '2374 points'. The course title is 'Corrugated Basics Bundle (201)' with a star rating of four stars. A 'Resume course' button is visible. The 'Content' section lists various topics, with 'Fiber Sources' highlighted in green. The list includes: History of Corrugated, Paper Vs. Paperboard, History of Paperboard, Fiber Sources, Natural Fiber Sources (Primary Fibers), Interactive Review, Recycled Fiber Sources (Primary Fibers), Containerboard, Container Board History, Major End-Use Markets, Review, and Spot Check History.

Education Partners - PTI



PTI Online Academy

VIEW ALL COURSES

CERTIFICATE BLOG CONTACT PTI SIGN IN

Polymers

- Thermoplastics
- Thermosets
- Elastomers

PTI Online Academy \$149.00

Introduction to Polymers and PET

Various aspects of chemistry and polymer structure and how these ca...

View Course

Search

PTI Online Academy \$149.00

PET Industry Overview, Manufacture and Properties

Part two of the materials series reviews current suppliers and how ...

View Course

PTI Online Academy \$149.00

Polymer to Preform

Part three of the materials series looks at the attributes of bott...

View Course

The Packaging School

IN THIS SECTION

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- ▶ [The Packaging School](#)
- ▶ [Educational Partner Portal](#)
- ▶ [Uber Revolution Summit](#)
- Videos
- ▶ [Webinars](#)



Contract Packaging Association is proud to partner with The Packaging School to offer online education to our members*. Together, we will enable more contract packaging firms to properly train employees, thus increasing job satisfaction and productivity.



About The Packaging School: The Packaging School is the global learning platform where knowledge seekers and experts connect. As the Exclusive Licensee of a Professional Packaging Curriculum developed at Clemson University, The Packaging School created a comprehensive online certificate program on the foundations of packaging. Composed of twelve online courses, the Professional Certificate of Packaging teaches the materials, processes, and influences shaping the advancement of the packaging industry. Video lessons are accessible on any device at any time, enabling busy professionals to learn at a pace that suits their schedule. The Packaging School is a community that empowers professionals to master new areas of expertise and build solid professional relationships.



Education Approach



ANDRAGOGY VS *PEDAGOGY*

andras (man) + ago
(guide)

paidi (child) + ago (guide)

The modern
human attention
span is 8 seconds.

What's the solution?

MICROLEARNING:

BREAK IT DOWN, MIX IT UP



Bite size is the
right size.

Industry Needs

It's a conversation.

Where do you see a need in the industry that we can help with?