

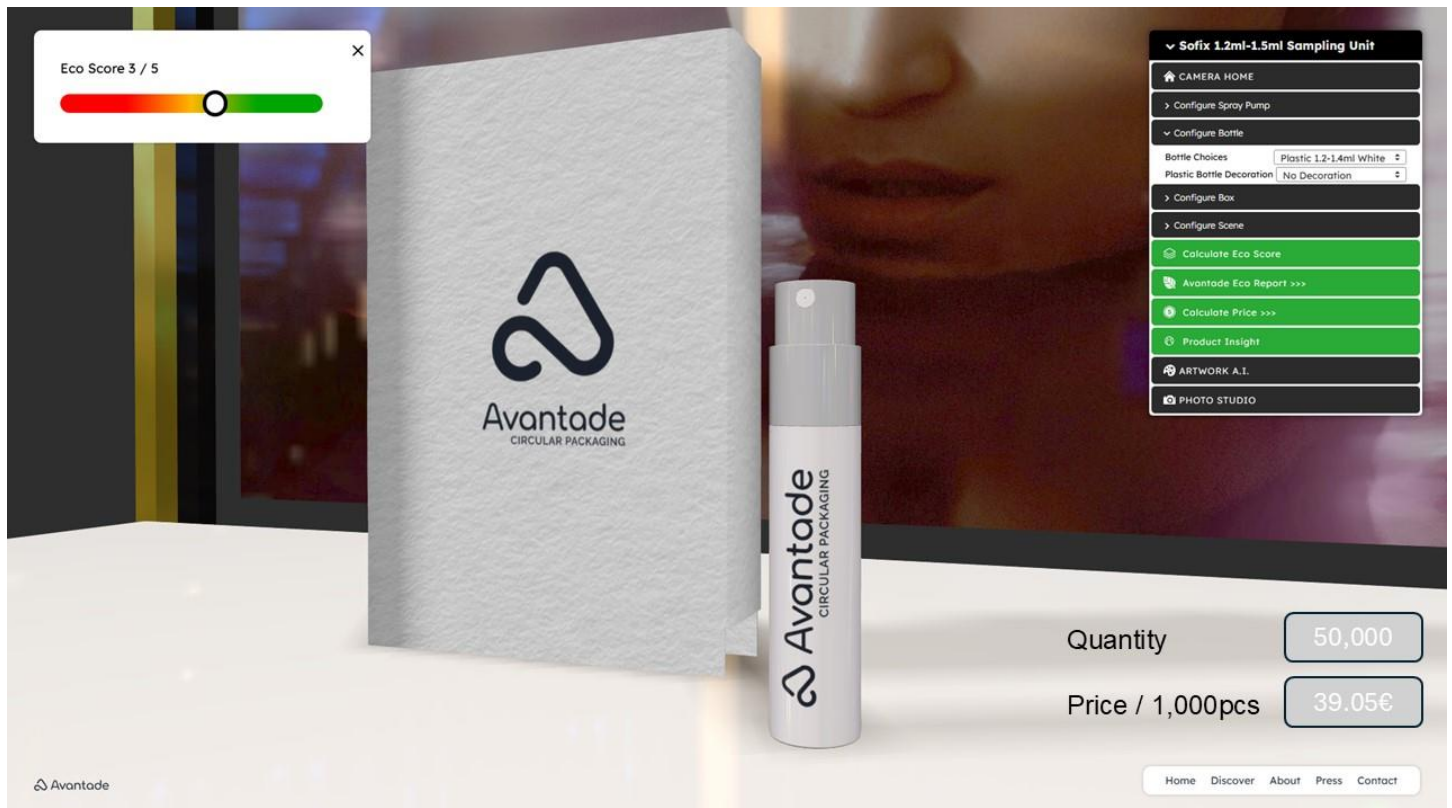
PRESS RELEASE

RELEASE DATE:

25 January 2025

AVANTADE LAUNCHES GAME CHANGING PLATFORM FOR THE GLOBAL PACKAGING INDUSTRY

Has Avantade created the holy grail of packaging sourcing? The platform shows a new way of buying packaging – live and integrated, offering sustainable yet desirable full-service solutions for consumer brands on their way to circularity and competitive advantage.





Zug, Switzerland, 25 January 2025: Avantade officially announces the launch of its technology demonstrator, revealing an entirely new approach to sourcing sustainable packaging for the cosmetics industry and beyond. The new platform offers a solution that brings together consumer goods brands and producers, helping them move toward circularity while maintaining customization and competitiveness.

Avantade's Web-Based Platform is a 24/7 Personal Assistant in Packaging

The web-based platform matches and sells sustainable packaging, from rigid primary to paper-based secondary packaging components, to a complete pack solution in seconds, from all accredited top suppliers around the world. Consumer brands profit from functions such as live pricing, an objective Eco-Score system, and a first-of-its-kind 3D universe in an AI-powered scene, all while having in-person client service and supplier prices.

Transforming Packaging Sourcing Across All Markets

Founded by a team of industry-renowned serial entrepreneurs, the company's mission is to 'make the impact of packaging good by creating an ecosystem toward real circular packaging.' With a growing portfolio that already includes a handful of the 20 largest packaging suppliers, it is on a promising path to reinventing the way brands purchase packaging. Initial launch starts in the Cosmetics, Fragrance, and Personal Care markets, with the platform set to scale into OTC Pharma, Personal Care, Food, Beverage, and Home Care markets.

Global Ecosystems: The Power of Connectivity for Circularity

"The key to achieving true circularity is offering the best packaging options without the limitations of a fixed portfolio" says Melanie von Escher, CEO and Co-founder of Avantade.

This can only be done by a neutral player who understands the industry, suppliers, brands, and regulators, without forgetting that sustainability can only truly succeed if it does not cost more than the current options – this is the reality.

"On meeting Melanie I instantly realized that we shared a vision for massively improving the packaging industry both technologically and environmentally. The industry is one of the least digitized sectors. Our goal was to create a platform that simplifies the current complex sourcing process while making it exciting and engaging for our clients." Duncan Briffett, CTO and Co-founder.

Avantade takes the digitization of the data-heavy technical procedures of the packaging sourcing process to a brand-new level, all while maintaining exceptional client service.



The four key pillars of Avantade are:

1. Sustainable Quality Packaging Only: All products are in line with current packaging regulations and beyond

- o All of Avantade's product matches comply with the current sustainability regulations, ensuring full regulatory compliance for clients. Coming from a packaging development background ourselves, the team goes further and helps by creating new solutions.
- o Avantade goes beyond and has developed its own independent Eco-Score system, providing an objective, global rating for packaging that applies to all regions and countries already today.

2. Reaching Beyond Primary Packaging with Technical Expertise

- o Avantade breaks down the barriers between materials and production processes, offering both primary and secondary packaging solutions, from glass and plastics to paper, along with related services.
- o Matching guarantee: With extensive packaging development expertise, Avantade guarantees a perfect match of all components for every complete pack purchased.

3. The world's most Cutting-Edge Technology Creates a Completely New Sourcing Experience

- o Avantade's own 3D universe and AI-powered features allow clients to visualize and customize their packaging without the need for graphic designers or photographers.
- o Avantade's user friendly features include instant 3D pack interactivity and product configuration, artwork uploading and AI design generation, and a digital photo studio including instantly rendered pack shots. The platform is on a mission to make sourcing exciting and fun.

4. Live Pricing – 24/7 Access

- o Avantade provides clients with live, real-time pricing available 24/7 based on real-time calculation driven by a user's specific configuration.
- o Thanks to its globally scalable model, Avantade offers supplier-level pricing conditions, ensuring clients benefit from global scale pricing conditions.



Consumer Brands profit on all sides

Avantade combines the power of an advanced AI 3D platform, expert packaging development, and in-person service to provide a complete, efficient solution for consumer brands. The platform's global scalability and cutting-edge features make it the ideal partner for brands seeking a sustainable and competitive edge in packaging sourcing, allowing complete customization also for niche brands.

Experienced Leadership with a Vision for the Future

Avantade's founding team brings a unique blend of expertise in the packaging supply chain, digital technology, and business strategy.

- Duncan Briffett, CTO and Co-Founder, is an expert in digitalizing packaging portfolios for leading suppliers and brands worldwide. He specializes in web-based 3D software development and is also the CEO of a leading data service company focused on packaging.
- Melanie von Escher, CEO and Co-Founder, is an expert in sales, innovative business models, and branding. She has a background in both B2B and B2C markets, having successfully sold her established packaging supply company and founded her own cosmetic brand.

Together, the founding team combines deep industry knowledge, technical expertise, and a global network to drive Avantade's mission forward.

For more information about Avantade or to learn more about the platform, please visit the technology demonstrator at <http://www.avantade.com>.

CONTACT INFORMATION:

Avantade GmbH

info@avantade.com

+ 41 (0)43 530 04 51 (Switzerland & France)

+ 49 (0)7153 6198294 (Germany)

+ 34 629053586 (Spain, UK & International)