Who Is General Mills?

- $16 billion in FY10 net sales*
- 33,000 employees
- Marketed in more than 100 countries

* Includes proportionate share of JV net sales
Championship Brands

Championship Brands

Championship Brands

Championship Brands

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Championship Brands

Championship Brands

Championship Brands

Championship Brands

Championship Brands
Packaging Vision

Create Competitive Advantage Through Packaging Business Solutions

“Top-line and Bottom-line Growth”
End User Needs

Winning at the shelf
- Print Quality
- Interactive Packaging
- RRP

Flexibility
- Customization
- Size, Substrate and Print changes
- Emerging customer and distribution requirements
End User Needs Continued...

**System Performance**
- Continuous Improvement at our plants
- Incoming material consistency
- Understand material properties

**Sustainability**
- Improve 40% of our products by 2015
  - Increased recycled content
  - Increased renewable sources
  - Weight reduction
  - Truck efficiencies
Sustainability

Virgin

Recycled
What Influences End-Users

• Consumer is King!
• Would an average mom prefer to buy a carton made from virgin or recycled paper?
• The average consumer doesn’t understand fiber streams and managed forests.

Opportunity?!
Fiber Packing Performance Needs

- Seeking improved strength at reduced basis weight
- How do we measure strength?
  - Finished packaging compression strength
    - Top to Bottom Compression
    - Horizontal Compression
Connected Innovation

Entire Supply Chain

Create Competitive Advantage

Win-Win Business Solutions
Thank You