

## Case Study

How we helped our client lead the **sustainable packaging** space by identifying innovations in **fiber-based material** technologies?



## Objective

A leading food packaging manufacturer engaged IeB to gain a competitive edge by monitoring and tracking advancements in fiber-based packaging materials with barrier coatings for food applications. The goal was to identify novel, high-performance solutions that not only meet food safety and functional requirements but also accelerate the company's journey toward long-term sustainability goals.

## Our Strategic Approach

To identify & integrate next-generation sustainable packaging solutions, we deployed a structured, insight-driven methodology, comprising technology scanning, competitive intelligence, and targeted performance assessments. We were able to deliver a clear, actionable pathway toward high-barrier, fiber-rich packaging innovations through:

### Technology & Innovation Tracking

- Monitored global developments in fiber-based packaging materials, focusing on solutions with advanced barrier coatings for food applications.

### Market & Patent Landscape Analysis

- Mapped active players, research initiatives, and patent activity to identify leading technologies and innovation trends.

### Whitespace Identification

- Highlighted underrepresented high-barrier fiber solutions with high fiber content and potential to replace rigid plastics.

### Feasibility & Performance Assessment

- Evaluated shortlisted solutions for barrier integrity, food safety compliance, and scalability for commercial adoption.

Snippets

Key Industrial Players

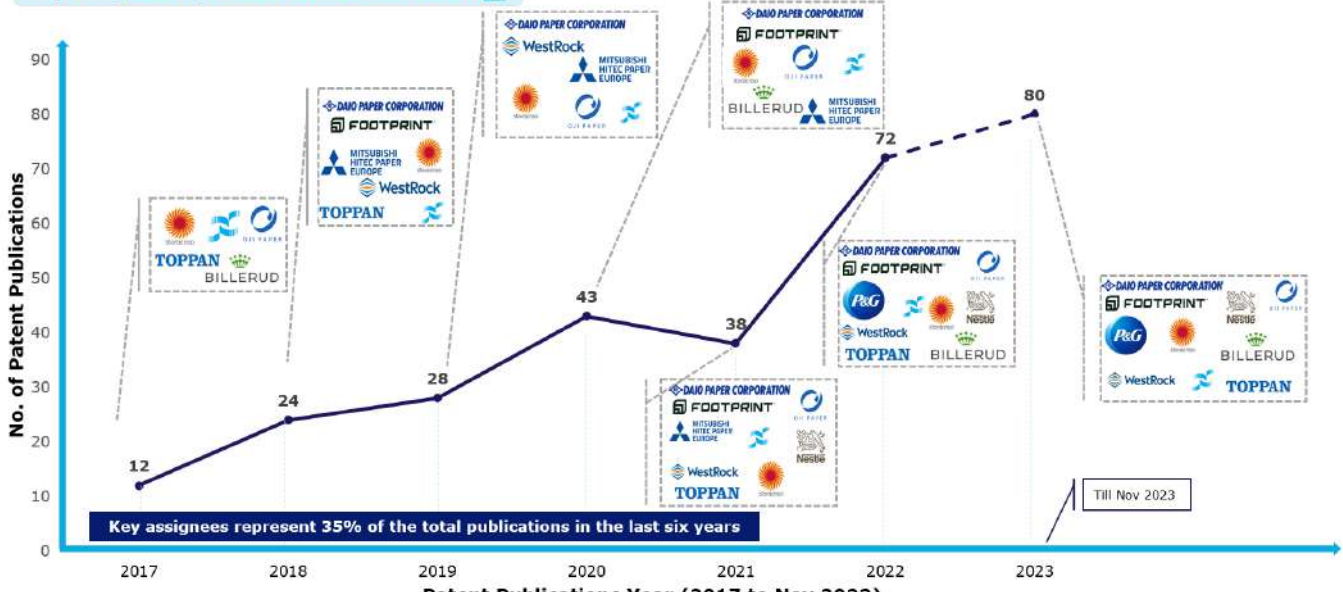


Key Research Institutes



Player's Industry: ● Consumer Goods Notations: >> New entry of key players Source: IeB analysis

Key Assignees by Patent Publication Trends



Note: Key Assignees having a higher number of patent publications in a particular time-period are represented on the graph Source: IeB analysis

## Impact

- Identified key sustainable packaging technologies with fiber content exceeding 75%.
- Achieved 7% reduction in rigid virgin plastic usage, paving the way for a 75% reduction by 2030 as part of their ongoing sustainability drive.

## Conclusion

Through targeted innovation tracking & opportunity mapping, leB enabled the client to integrate high-performance fiber-based packaging into their portfolio, achieving immediate plastic reduction gains while setting a clear trajectory toward ambitious long-term sustainability goals.

# Ingenious Brain

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Our services empower organizations to accelerate innovation, optimize R&D portfolios, and navigate complex intellectual property (IP) challenges, all while scaling operations with resilience. We support clients at every stage of the innovation process—from product launches and IP co-creation to market intelligence, consumer sentiment analysis, and gathering actionable customer insights through surveys.

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