

# **PCA Consulting Packaging For Life**

PCA Consulting is an independent consultancy specializing in servicing the Packaging Industry. The strategic use of Technology, well Researched and Focused Marketing, Customer Service and Business Information are core concepts in an approach to Developing and Risk Proofing your business. This is a young consultancy but through its Principal and Associates offers an extensive depth of experience across a wide range of key packaging inputs and formats.

Specific areas of Experience and Expertise are:

## **MANAGEMENT.**

- **Strategic Business Analysis and Development (Including setting and communicating common goals for the Business).**
- **Managing Organizational Change.**
- **Improving Internal and External Communication.**
- **Building a Learning Organization and a “One Team” Culture.**
- **Selecting and Developing People.**
- **The Strategic Value and Use of Information.**
- **Negotiations in Industrial Relations and with Major Customers & Suppliers.**
- **Strategic Planning for Business Growth, IR Change and Risk Management as well as Long Term Security and Supply Chain Optimisation.**
- **Experience with Mergers & Acquisitions, Financing Business Expansion and Commercial Litigation Management.**

## **SALES & MARKETING.**

- **Surveying and Understanding the Australian & NZ Flexible Packaging Market.**
- **Building Relationships with Major Customers (CRM-Customer Relationship Management)**
- **Improving the Quantum and Quality of the Customer Base.**
- **Building Professional, Successful Sales Teams.**
- **Selling Strategic Business Relationships to Major Customers (Sole/Major Supply) and Promoting Organizational Strengths at a Corporate Level.**
- **Major Contract Negotiations.**

## **TECHNICAL/ OPERATIONAL.**

- **Applying the Value of Technology Driven Strategic Advantage in Flexible Packaging.**
- **Selecting and Implementing New and Upgraded Technology**
- **Innovative Major Product Development.**
- **Managing the Introduction of Quality Systems ( ISO, HACCP & GMP).**
- **Building a Technical/Quality Reputation in the Market.**
- **Contacts with Key Technology Providers (Materials, Machinery, Analytical, R&D)**
- **Contacts with Government (State & Federal) Industry Technology Development Assistance Providers.**

**PETER NICHOLAS, the consultancy Principal has a background of 35 yrs. in the flexible packaging industry in senior positions covering Business Development, Sales & Marketing, Technical, R&D and Training Management, Production Management and General Management. He is a qualified Industrial Chemist (RMIT University) with a Graduate Diploma in Management (RMIT University). The organizations he has worked for include International and major Australian converters servicing the Food (Masterfoods, Nestle, Arnott's, Ricegrowers, McCain Foods, Orlando Wyndham, Scholle Industries, Cadbury Schweppes, Simplot Australia, Coca-Cola, Kellogg's, Sanitarium) and Non-Food ( Kodak, Colgate Palmolive, SCA Hygiene, Mintech, GSK-Glaxo Smith Kline) industries. Peter has worked extensively with independent technology providers (CSIRO, Monash University, RMIT University, LaTrobe University, Food ScienceAustralia, Queensland Dept. of Primary Industry) in developing many innovative packaging products over an extended period of time.**

**Peter Nicholas is Fellow of the Australian Institute of Management (FAIM) and a Fellow of the Australian Institute of Packaging (FAIP). In conjunction with a network of Associates (Pack-Partners) each with more than 25 yrs. industry experience, the consultancy offers a rare combination of skills and practical experience that can be focused on improving your business.**

**Peter B. Nicholas**

**Phone: (+61 3) 9874 1189**

**Mob: (+61) 0400 038 470**

**E-mail: [peter@pack-partners.com.au](mailto:peter@pack-partners.com.au)**