



## INDUSTRIAL AFFILIATE MEMBERSHIP

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### Why is it beneficial to become a member?

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In today's competitive economic era, protecting the product through the physical distribution for a competitive price is indispensable. According to the current practice, packaging solutions are designed in silos where the interaction between those components is ignored. There are two essential components needed to create sustainable packaging solutions: **knowledge** of the interactions between the different components of the packaging systems and **professionals** who know how to apply the principles of systems based packaging design.

The Center for Packaging and Unit Load Design has been conducting ground breaking research related to the interactions between packaging, pallet, and material handling equipment for more than 40 years and has been providing a training ground for young professionals to apply the principles of systems based design to solve real life problems

#### Access new knowledge before the general public

Being affiliated with our center is invaluable because your company can be part of a selected few who will receive the latest information on how to improve the efficiency of your package design which will save you money and give you a competitive advantage against your competitors. Our goal is to build a lifelong mutually beneficial relationship and grow together with our members.

From this year, our center is expanding the scope of systems based packaging design thanks to our new faculty member associated with the center and will include areas such as advanced packaging material development, biopolymer science, smart packaging, evaluation of primary packaging solutions, and packaging market analysis.

#### Networking opportunity with possible customers

As part of your membership, you will also be invited to our annual membership meeting and Packaging Summit which provides a great opportunity to network with potential

customers and collaborators. These events also offer a great opportunity for our world-class researchers to identify industry wide problems and propose solutions to provide a competitive advantage for our members. Our graduate and undergraduate students will also be at the meeting presenting the results of their industry sponsored research.

### **Access to employee training programs and professional development seminars**

Training employees with no-packaging background could be a long and complicated process. Our staff at the Center for Packaging and Unit Load Design has a 40+ year's expertise training professional to be more efficient packaging designers. We are offering short courses several times a year covering packaging, pallet, and unit load Design. These short courses are open for all of our members on a priority basis and for a significantly reduced price.

### **Learn solutions to existing real life problems**

Our center recently started a **Sustainable Packaging Designer Trainee** program. During the program all of our members will have a chance to submit one real life problems. Then our faculty will select one or two problems, on which, our best students will work, throughout the semester. At the end of the semester, the student will present the results to all of our members live or through a video recording. Trainee program provides a great opportunity for our members to interact and test the knowledge of potential hires and learn about potential solutions for existing issues in the packaging industry.

### **Hire the best packaging professionals**

Getting the right people to create value for your company could be a hit or miss. To make the selection of high caliber employees easier, we are providing special assistance for our members for student recruitment including job fairs, online database of our graduates, and personalized interview sessions.

### **Discount of contract testing and consultation**

Being a member of the center, depending on the level of your membership you will receive significant discount from our testing and consultation services. Look at the membership table for more details.

## Searchable Library of Integrated Center Knowledge (SLICK)

We learned a lot since the center was established. Now, we would like to share this knowledge to all of our members. SLICK is a searchable library of all the knowledge which has been generated by the center during the 40+ years of operation. Most of the information in SLICK was never published to the general public and accessing them could give a competitive advantage to your company.

### Promotion

Packaging professionals throughout the world are visiting our website for information on pallets and unit load solutions. Members of the center receive standard or premium promotion in our website and inclusion on our searchable database which will put you in front of potential customers.

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## What is our membership about?

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The Center for Packaging and Unit Load Design is an Industry/University Partnership. Membership in the center is open to all individuals, firms, and associations interested in unit load based material handling efficiency and efficient and sustainable packaging design. Industry members provide support, encouragement, advice, and funding to attract and train high caliber employees, and to conduct state-of-the-art research needed by industry. The membership is constructed to provide customized levels of benefits for companies and organizations with various sizes and focus.

Please find the fee structure and description of the membership levels below.

### For Profit Companies

All our memberships provides a platform for companies to get involved in the latest innovations related to unit load based materials handling system efficiency and pallet design. Members are given an opportunity to be involved actively in the governance of the center and the determination of future research areas.

## Donations of materials or equipment can reduce your membership fee

To provide a state-of-the-art education to our students, we continuously need a broad range of packaging materials and equipment. Therefore, we accept materials and equipment donations up to \$2,000 to offset some of the membership costs. Donations also can be considered as tax deductible donation.

If you are interested in becoming a member and sharing in the benefits of our resources, download and complete the membership application or contact Laszlo Horvath at lhorvat@vt.edu (540) 231-7673.

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## Governance of the Center

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### Founders

Companies who become Silver or Gold level members and donated more than \$50,000 will receive a permanent founder status. Being a founder provides permanent participation in the Executive Board with voting rights, complementary attendance in our short courses for two people, and permanent promotion and recognition in our website as long as you have any level of membership.

### Executive Board

The Executive Board of the center is composed of selected members of for-profit companies and academia. Every year, 6 for-profit silver and gold members and 2 representatives of academia are selected. As the member of the Executive Board, companies can work with us to shape the future of the center, develop and maintain its vision and mission, and advice on the use of the membership fees.

### Voting Members

All of our members have voting rights to decide on which project, proposed by the faculty, will be implemented. Select members possess one (1) vote while silver and gold members possess two (2) or five<sup>1</sup> (5) votes respectively.



## Non-Voting Members

Non-profit members do not have a voting right but their advice on the research topics is highly encouraged.

Affiliate Membership Levels:	Bronze	Silver	Gold
Annual Cost:	\$5,000	\$10,000	\$25,000
Promotion on our website	✓	✓	✓
Inclusion in our searchable company database	✓	✓	✓
Special Assistance with student recruitment	✓	✓	✓
Access to SLIK	✓	✓	✓
Priority and discounted registration for professional seminars and short courses <sup>1</sup>	✓	✓	✓
Participation in the governance of the student trainee program	✓	✓	✓
Priority access to the center's technical assistance team and testing services.	✓	✓	✓
Networking opportunities within the CPULD and the entire university	✓	✓	✓
Early access to patentable concepts & confidential research prior to public release	✓	✓	✓
Participation in the annual membership meeting	✓	✓	✓
Discount on Testing Services	10%	20%	20%
Premium promotion in our website	✗	✓	✓
Limited complementary registration to our seminars and short courses	✗	✓	✓
Participation in the CPULD Executive Board	✗	✓	✓
One-on-one consultation with the staff of CPULD	✗	4Hrs	4Hrs
Undergraduate scholarship under the name of the Member may be established	✗	✗	✓
Graduate fellowship under the name of the Member may be established	✗	✗	✓

The availability of the short courses and workshops depend on the number of participants and the availability of the personnel of the Center for Packaging and Unit Load Design. Any of the workshops can be canceled any time.