SUSY – Sustainable System

From data chaos to control centre: Why packaging needs a new management system

The packaging industry and trade are in the spotlight like never before: Numerous EU regulations (e.g. PPWR), sustainability goals and reporting requirements are making packaging a 'critical' factor from an economic point of view as well. Many companies are stumbling over incomplete data, confusing tools and growing regulatory pressure. Those who lose sight of the big picture risk being left behind – in terms of markets, customers and authorities. The packaging management system SUSY has been designed to close precisely this gap.

In many companies, Excel lists, manual reports and isolated 'data silos' still determine the day-to-day packaging process – with consequences for decision-making ability and reaction speed. At the same time, the pressure to act is growing. The requirements for materials, recycling rates and certifications are becoming increasingly complex. That is why packaging strategies today must not only be economically viable, but also ecologically sound and unassailable in regulatory terms. The Central Agency for Green Commerce GmbH (CAGC) has developed the appropriate solutions for this with its intelligent packaging management system – modular, scalable and data-based.

Imagine that the logistics industry was still planning with a clipboard and ballpoint pen today. Unthinkable. Complex IT systems have long since dominated route planning and warehousing. By comparison, the packaging industry, consumer goods manufacturers and retailers often lag far behind in terms of their technical possibilities. So there is a need for action. As a data-based packaging management system (SUSYapp), SUSY links all relevant information – from material selection to disposal, from CO2 footprint to reporting. This provides industry with a strategic basis for decision-making. Instead of inefficient isolated solutions, a complete overview – smarter packaging processes, lower costs and more regulatory certainty.

"Today, packaging data is the basis for strategic decisions. We wanted a system that not only documents packaging, but also controls and efficiently develops it," says Dr David Strack, Managing Director of CAGC GmbH.

More than just a data store – SUSY analyses and thinks ahead

The SUSYapp analyses materials, identifies potential for improvement and simulates alternative solutions. Reports for PPWR, CSRD or packaging licensors are created automatically and in a legally compliant manner. SUSY also thinks economically and makes it clear where material can be saved, transport optimised, or disposal costs reduced – sustainability becomes a business decision. SUSYapp also ensures cost efficiency in terms of personnel: companies do not have to hire expensive sustainability specialists, but can strengthen the skills of existing teams in a targeted manner through the standardised handling of SUSY.

The platform speaks the 'language of industry' and can be integrated into IT landscapes in the future: Whether SAP, Microsoft Dynamics or other solutions – instead of parallel structures, synergies and an overview are created. To ensure that everything works together smoothly, SUSY also works according to the GS1 standard – the internationally established system for labelling products and logistics processes. This makes packaging data connectable for retail, transport and ERP systems – from the label to the evaluation.

New key figures for sustainable decisions

Companies need to make their packaging sustainable – but they don't know where they stand or how effective their 'levers' could actually be. Without suitable key figures, any strategy remains vague.

That is why SUSY was developed in collaboration with numerous experts and scientists from national and international professional organisations. The result: innovative key figures that go beyond conventional sustainability criteria – including the SUSYscore and the Packaging Carbon Footprint (PCF).

- The SUSYscore assesses packaging along four dimensions: material, recyclability, functionality and declaration. It also takes into account conflicting goals – for example, between reusability and weight or recyclate content and product protection.
- The PCF calculates the carbon footprint over the entire life cycle of a packaging and shows where companies can reduce emissions.

Both indicators enable well-founded comparisons – across materials, product lines or markets. The SUSYscore can also be used as an internal indicator for measuring and controlling innovative strength, in which the 87 evaluation criteria behind the weighted SUSYscore represent improvements along the entire packaging life cycle in great detail. From the outset, the founders of the system were keen to draw on global expertise and to avoid the limitation of relying on individual opinions. And this remains the case: scientists and experts are actively involved in the continuous optimisation.

Time is running

EU requirements force action
SUSY offers solutions:

2025 Presentation of SUSYapp

2026 August - first legal provisions of the PPWR come into force
September - legal provisions of the ECD come into force

2028 Labelling requirements for packaging

2030 All packaging must fulfil the requirements of the PPWR

Packaging Intelligence

The developers of SUSY think of packaging as a holistic process – not as an unpleasant administrative duty. Companies can use the SUSYapp to run through a wide range of scenarios. For example: How does my packaging's carbon footprint change when I switch materials? Which types of packaging could get me into regulatory trouble – and where do I stand with my development compared to competitors? Collaboration across departmental boundaries should also become easier: instead of isolated Excel logic, there is a uniform database that marketing, developers, purchasing, the compliance team, management and external partners can access together.

SUSY not only replaces existing tools – it sees itself as an 'operating system' for packaging intelligence. The SUSYapp determines which data is relevant and at the same time shows how it can be linked. Companies can use the integrated data framework to individually configure their packaging strategy – depending on the industry, packaging type or regulatory challenge. Whether it's licence costs, the use of recycled materials, the proportion of reusable materials or CO_2 reduction potential – SUSY makes complex relationships visible and thus manageable.

Ready for what's coming

The SUSYapp is future-proof and grows with your business: planned enhancements include AI-supported optimisation suggestions, early warning systems or automated interfaces to EU databases for even more efficient compliance processes. "Sustainability requires data – and systems that reliably deliver it. SUSY not only helps companies to meet regulatory requirements, but also to translate them into real competitive advantages," emphasises Christian Leu, Managing Director of CAGC GmbH.

Packaging requires strategy – and a control system that thinks for itself

Packaging is no longer a side issue. Those who continue to rely on fragmented solutions lose time, money – and in the worst case, market access. SUSY shows what modern packaging management can look like: data-based, scalable and modular. Companies that now rely on a well-thought-out system solution not only create security for themselves, but also competitive advantages. Instead of additional work, SUSY provides structure – in a market that is facing particular challenges in the face of current new regulations.

www.susycheck.eu
Image source: CAGC GmbH

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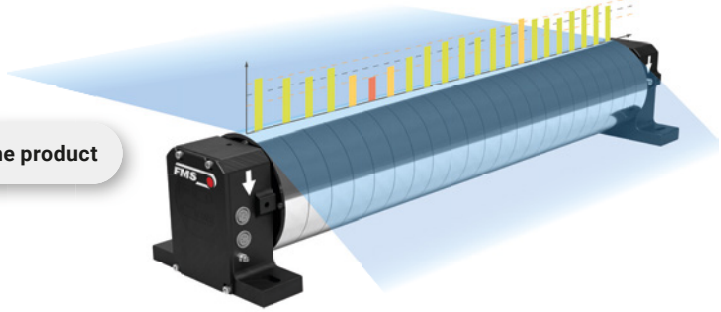
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