

## Know your Emeritus Member...

### STAN KOPECKY



Stan founded his consulting practice, which specializes in the design, development, testing and commercialization of consumer products packaging following a distinguished career with several of the largest and most sophisticated consumer products companies in the world.

He began his career as a Food Research Scientist with Armour and Company. Shortly thereafter he joined Northfield, IL-based Kraft Inc. where he progressed rapidly through positions as a Packaging Research Scientist, Assistant Packaging Manager and Packaging Manager. While at Kraft, he implemented a series of programs that generated \$3-5 million per year in savings in the production of rigid and flexible packaging categories; spearheaded the development of the Company's first Vendor Certification Program for packaging materials and developed and delivered a packaging awareness program that proved successful in improving product quality and safety.

Most recently Stan served as a Senior Packaging Project Manager with Chicago, IL-based Wm. Wrigley Jr. Company, the world's largest manufacturer and marketer of chewing gum and a leader in the confectionary field. While at Wrigley, he played a major role in the evolution of the company, going from a provider of relatively indistinguishable commodities to a consumer focused, product feature driven business. In that regard, he was instrumental in achieving the number one position in the sugarless gum category by designing the packaging for Orbit tab gum, which proved to be a powerful product differentiator and which was awarded both a U.S. patent and the Company's *Creativity Award*. He supported the Company's successful entry into the breath mint segment by designing the tin and carton packaging utilized for the introduction of the Eclipse and Excel products into the U.S. and Canadian markets. In addition, he developed the packaging and shipping strategies that enabled the test marketing of the Eclipse Flash Strip product in the European market, prior to making a major capital commitment to the initiative. While proving his skills as a packaging innovator, Stan continually demonstrated his commitment to cost management and containment. In that regard, he standardized packaging operations for Eclipse, Orbit White and Juicy Fruit pellet gum at three different production facilities saving more than \$3 million per year by modifying the blister and sleeve composition materials for Eclipse and Orbit White pellet gum.

Prior to his position as a Senior Packaging Project Manager he held positions as the Manager of Packaging Research and Development and as a Packaging Manager in Wrigley's Corporate Engineering Department. While in those roles he developed the blister pack concepts for Eclipse, Juicy Fruit, Big Red, Winterfresh and Orbit White pellet gum as well as the Company's first application of rigid plastic packaging, which was utilized to introduce Eclipse Flash strips into the U.S. Market.

Stan's contributions to the packaging industry have been recognized by his 2004 induction into the Packaging Hall of Fame, which is the highest honor a packaging professional can attain in recognition of the significant contributions he has made in advancing packaging technology and engendering a better understanding of packaging's role on society. In 2005, he received the IFT Food Packaging Division Riester-Davis Award for Lifetime Achievement in Food Packaging Technology. He was elected into the Institute of Packaging Professionals (IoPP) College of Fellows for Outstanding Accomplishments in the Packaging Field and received the Institute of Food Technologists Founders Award for Outstanding Leadership as Chairman of the Food Packaging Division. His other contributions to the industry include service as Chairman, President and CEO of the Institute of Packaging Professionals and Chairman of the Food Packaging Division of the Institute of Food Technologists.

Stan has been awarded more than 10 U.S. patents for his innovative work in the packaging industry and has served as a guest speaker and lecturer at numerous seminars, conferences and universities around the world. He has also authored and contributed to articles and white papers, including an IFT white paper presented to members of the U.S. Congress on the topic of "The Importance of Packaging to the Nation's Food Supply". He has served on the American Management Association (AMA) Packaging Council, and PMMI's Packaging Management Council (PMC).

Stan lives in Prospect Heights, Illinois with his wife Nancy and is enjoying retirement by volunteering on IoPP's Food Safety in Packaging Technical Committee, working on his Classic and Antique Car collection, gardening, and travel.

