

ITG Group and Liberty Packaging Recommend Packaging as a Clutter Reduction Method to NDIA Disruptive Technology Conference

At a recent NDIA Disruptive Technology Conference in Washington, D.C., attendees were presented with "Packaging as a Clutter Reduction Method", a model to show how proper packaging can assist in the efficiency of the military and other industry. Illustrating these new efficiencies to the governmental and industrial audience were speakers Keith Donaldson of EMI and Joe Spitz of Liberty Packaging Co., Inc.

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Liberty Packaging's Vice President, Joe Spitz, and Intercept Technology Group's Research & Development Chief Engineer, Keith Donaldson, presented their "Packaging as a Clutter Reduction Method" model to the [NDIA's Disruptive Technology Conference](#) in Washington DC. The Disruptive Technology Conference's goal is to present ideas that will enable rapid development and fielding of new war-fighting capability. Speed and efficiency are essential elements of these new methods.

Attended by security-cleared government and industry senior technologists, product engineers and strategists and hosted for the sixth time by NDIA (National Defense Industrial Association; C4ISR Division Command, Control, Communications, Computers, Intelligence, Surveillance & Reconnaissance Division), the Technologies Conference is focused on ways for technology to change military capabilities and means to effectively deliver these new capabilities into the hands of the warfighters. With emphasis on the latter, the theme of "Clutter Reduction" showed how Intercept Technology packaging can be instrumental in keeping military support logistics clean and efficient.

**“Packaging as a
Clutter Reduction
Method”**

Mr. Spitz illustrated that many of the military packaging systems are decades old. Other industries have utilized inventive packaging as a tool to increase their product performance while allowing new products to be safely expanded to new markets. It

www.libertypackaging.com

22 Raleigh Road
Braintree, MA 02184

781.849.3355
800.776.5756 toll free
781.848.6760 facsimile



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was emphasized that corrosion costs the United States billions of dollars yearly and that robust packaging efficiency is needed more than ever in this period of American "belt tightening".

Mr. Donaldson's portion of the presentation discussed the different ways packaging can cause and/or affect [clutter](#) and how the Bell Labs invention Intercept Technology™ plastic packaging can prevent those problems.

- Firstly, protect assets so that they don't become junk or under-performers; losing assets to atmospheric degradation is wasteful and unnecessary with robust packaging such as Intercept now available. This waste has a double expense in that the storing and disposal of junk is a burden, as is reconditioning to achieve functionality. In the military, "Failure isn't an option".
- Choose packaging materials that are recyclable so they don't require special care and channels for disposal; Intercept can go right into the recycle bin.
- Choose packaging that is reusable so products don't need to be repacked after inspections; Intercept materials have a long shelf life and are reactive, always working, never stopping; they can be used over and over again.
- Choose packaging materials that are multi-functional, like Intercept, so that there is less packaging needed, fewer packaging skus to stock, less to apply, less to dispose.
- Choose Intercept for its low carbon footprint; Donaldson showed that Intercept has 50% lower carbon footprint than aluminum-layer traditional packaging.
- Finally, choose packaging that meets the requirements of today's manufacturing world where more sensitive parts may come from or are shipped to areas of the world where climates are harsher and dirtier.

Intercept Technology Packaging fits these requirements.

For more information about Intercept Technology Packaging please call 800-776-5756 or contact at info@libertypackaging.com

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