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Packaging Solutions Survey Reveals Value Added Packaging is Strategic Brand Investment Area

Key Priorities include Price, Speed & Advanced Product Design

ST. PETERSBURG, Fla.--(BUSINESS WIRE)-- Jabil Circuit, Inc. (NYSE:JBL) today announced key findings from a recent survey of 200+ packaging industry decision makers. The survey, conducted by independent research firm, Dimensional Research, found nearly three-quarters (73 percent) of respondents say packaging is important to their brand experience and is a key area of investment according to 81 percent of executive-level respondents. Findings also indicated that adoption of advanced plastic packaging capabilities - such as "intelligent" packaging, e-commerce packaging, high barrier technologies and digital printing - is growing rapidly. Many respondents plan to adopt new types of plastic packaging in the next three years.

The survey revealed leading factors that influence the selection of plastic packaging suppliers. The top three cited by survey respondents were pricing that includes all product lifecycle costs, the ability to get products to market faster and advanced product design capabilities. Further, nearly a third want a supplier that can integrate smart packaging solutions, which enable enhanced customer engagement and brand loyalty.

"This research underscores the growing importance of innovative plastic packaging as a brand investment," said Erich Hoch, CEO of Jabil Packaging Solutions. "Compelling capabilities and innovation make the difference for both brands and suppliers looking to set themselves apart. The brands want to squeeze as much value as they can from the packaging they choose."

Another supplier selection criterion is the ability to use one vendor instead of multiple, geographically limited vendors. Almost three-quarters (74 percent) of packaging professionals who operate in multiple regions would prefer to work with a single supplier when launching a new product requiring custom packaging.

Download the full survey whitepaper at: [Trends in Plastic Packaging](#). Join Jabil Packaging Solutions for The Value Added Packaging Matters webinar series starting November 30th. Register today at: [Packaging Webinar](#).

About Jabil

Jabil is a product solutions company providing comprehensive electronics design, production and product management services to global electronics and technology companies. Offering complete product supply chain management from facilities in 28 countries, Jabil provides comprehensive, individualized-focused solutions to customers in a broad range of industries. Jabil common stock is traded on the New York Stock Exchange under the symbol, "JBL". Further information is available on Jabil's website: jabil.com.

About Jabil Packaging Solutions

Jabil Packaging Solutions, a division of Jabil, creates brand brilliance for the world's leading brands through technology leadership, manufacturing excellence and time-to-market advantages. From design to delivery, Jabil's value-added packaging solutions leverage a portfolio of highly engineered and proprietary processes to solve complex packaging requirements. By matching world-class offerings with an array of extended manufacturing capabilities, Jabil builds game-changing smart packaging solutions for customers.

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