

CAD RETEC 2025 | P&G Keynote Overview

Tuesday, April 1, 2025

10:16 AM

**SPE CAD RETEC 2025 Conference**

*Paralysis by Analysis: Is Packaging CMF Dead...Or Caged...Or <fill in the blank> ?*

Speaker: Brad Neufarth | Procter & Gamble | Hair Care R&D Packaging

**Keynote Abstract/Description**

*While there has been significant ambiguity and vacillation since 2020, there remains foundational elements that are vital to Consumer Goods Packaging that must be maintained. This is not to say there are not significant (new) challenges and headwinds to contend with, but abandoning core truths and realities is not a prudent option. Considering these factors, Brad Neufarth from Procter & Gamble will share thoughts regarding CMF in Packaging 2025. This will be a journey to understand why CMF is important, reminders of some errors made, as well as a call for collaboration for delivering the future innovation and creative needs.*

**Content Outline**

- CMF (Color | Material | Finish) Impact on Packaging
  - CMF continues to be a vital component for Packaging and Branding

- Drives essential elements around Brand equity, quality, and overall consumer delight
- Post-2020 Conundrum
  - Significant chaos and distraction has been at the forefront of CMF Development since 2020
    - Sort of a *Paralysis by Analysis*
  - Maintain a bearing and watch your compass
    - Move from apathy/inactivity to proactivity
- CMF in the Age of Sustainability
  - Does it Still Matter?
  - Complimentary Approach --> Proactive CMF Design *for* Sustainability
- Future Needs
  - Where Packaging CMF/material needs are headed
  - What is needed to succeed