

Could you use some help convincing your business to work with us? Here are answers to the most common questions you're likely to receive:



I've tried cost reduction programs before and they didn't work or last – what's different about Alchemy?

We believe it's critical to drill to the heart of your costs before generating ideas which are challenging but realistic, often involving changes such as redesigning and reformulating which provide ongoing savings and enhancements. We believe it is essential to only make changes that maintain or increase the consumer's enjoyment of your products. Additionally, we can develop an internal program with you which encourages a culture of saving, so it's not a one-time benefit. Please contact us for details.

What types of products or industries do you work with?

If your product involves a formula or a package, we can help you! Our experience has primarily been in personal care, food, household cleaning and OTC products, but our approach works on other categories including toys, pet supplies, automotive products, crafts, direct mail, do-it-yourself tools, gardening supplies, and cosmetics. Brands benefitting from Alchemy-led programs include *Lyso!®, Axe™, Dove™, Close-Up™, Clorox®, Durex®, French's®, Milex® and Emergen-C®*.

What makes Alchemy different from other consultants who promise to save money for my company?

Three major differences:

- 1) Our focus is on redesigning product packaging and formulas to enhance value to you and your consumers
- 2) The results you achieve with us are sustainable
- 3) We lead a network of business professionals with deep experience in manufacturing, supply, procurement, R&D, product development and packaging as well as cost reduction

The big names don't have our focused experience in product cost optimization, and offer it as an afterthought. Also, the people you see on our website are the people who work with you.

I don't have the budget to hire resources – how do I overcome this?

Alchemy pays for itself quickly with great return on your investment, and our cost is small compared to the savings we find. In times of tight budgets we're probably your best option: we provide a flexible resource without the costs and complications of a permanent employee! And you get your money's worth as you only pay for our time and direct expenses - not for fancy buildings, whitepapers, executive benefits, or other overhead.

Are you competitively priced?

Absolutely! We even encourage you to get competitive bids - we know we're competitive (maybe even a bargain!) and we also provide what others typically don't –

- 1) Knowing upfront the maximum you'll pay, versus open-ended pay-as-you-go or a percentage of savings
- 2) Getting hands-on Supply and R&D experts with 25+ years of product cost optimization, versus brand new MBAs
- 3) Excellent ROI because our results immediately pay back multiple times your investment in us - if we don't think we can deliver on this, we'll tell you.

Are workshops the only thing you do?

We can do much more! We first discuss your needs and then work out the best solution(s), which could be:

- 1) If you can't spare any resources, we can take a deep dive into your products and manufacturing process to create a list of opportunities for you.
- 2) One or more of us working within your company on a short-term basis where needed – this is especially helpful when you have an urgent goal/project that requires new expertise but cannot add to your headcount.
- 3) Creating an ongoing program so that saving becomes part of the culture of your company.
- 4) Please contact us to discuss more solutions!

I have sustainability goals too – can you help me with those?

Yes! In our workshops we often include sections which focus specifically on improving sustainability in the product life cycle; it depends on what you want. And under our cost-optimization umbrella, packaging changes are usually good for the environment, process changes can reduce the resources needed and waste generated, and reformulations can also improve sustainability. Saving money by reducing waste benefits our planet!

We need ongoing savings but there's a lot of pushback about adding 'yet another program' – how do I convince my company that this is the right thing to do?

The key is to ensure that saving money complements and contribute to existing needs, rather than making it an additional program. Eliminating waste needs to be embraced as an integral part of the company strategy: in order to fund the marketing or R&D budget, for example, lasting savings can contribute greatly. Or you can combine saving money with your environmental sustainability initiative so the two become one.

Nobody wants to attend 'another boring offsite' event. How do you tackle this with your workshops?

We take a lively, hands-on, interactive approach to idea generation which stimulates minds - without any of those awkward 'group back rub' moments. And we set expectations by engaging with your people before the event. Our formal feedback process shows 98% approval of our methods and results! Once we start working with a company, internal word of mouth gets people interested in participating – in a recent workshop the organizer even had to tell some people they couldn't come! Also, if you're interested in creating an ongoing program, we can train your key people to structure and run productive, fun workshops themselves.

Please contact us with any additional questions!

Catherine Roy +1 973 570 5951

Shaun Rymer +44 (0)7794 475640

Solutions@AlchemyPartnersNetwork.com

Do you provide training?

Yes. We can customize and conduct training along these lines:

1) Opening eyes to total cost

- Originally designed for procurement teams, expanded to apply to most functions
- Heavily based on learning by doing: for example, we incorporate mini savings workshops into it
- Result: Your team not only gets tools and training for ongoing use, you get savings ideas as an additional output

2) Facilitation skills and structuring productive workshops

- Led by Shaun Rymer, who has formal training as well as extensive real-life experience
- Includes a document with detailed guidelines as the basis for training
- Incorporates learning by doing, ideally leading a savings workshop together

3) Lean Manufacturing's 5S method

- Sort, Set in Place, Shine, Standardize, Sustain
- A very good way to get immediate involvement, visual results fast, and reduce waste

Most people think that cutting cost hurts product quality – what's your answer to that?

We know that you can cut the cost and *keep* the quality. We help you find smart savings – they may take more digging to find, but we only encourage ideas which protect or even improve quality while saving money. And many of the solutions implemented are invisible to consumers!

Redesigning products takes too long; why not just save money by cutting people?

Headcount reductions are temporary, and damaging to your business in time. We promise lasting savings by eliminating waste in the packaging, formulations and processes, and many ideas can be quick wins. You need your experienced people; don't write off your investment in them!

