



# INDUSTRIAL AFFILIATE MEMBERSHIP

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## Why is it beneficial to become a member?

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In today's competitive economic era, protecting the product through physical distribution for a competitive price is indispensable. According to the current practice, packaging solutions are designed in silos where the interaction between those components is ignored. There are two essential components needed to create sustainable and stable unit load solutions: knowledge of the interactions between the different components of the packaging systems as they relate to unit load stability and professionals who know how to apply the generated knowledge to create sustainable and stable unit load systems.

The Center for Packaging and Unit Load Design has been conducting groundbreaking research related to the interactions between packaging, pallet, and material handling equipment for more than 40 years and has been providing a training ground for young professionals to apply the principles of systems-based design to solve real-life problems

### Being Part of the Generation of New

The Industrial Affiliate Program (IAP) at the Center for Packaging and Unit Load Design has been designed to provide an opportunity to the industry to sponsor in state-of-the-art research projects for a competitive cost. The membership dues are used to support M.S. and Ph.D. level graduate research project focusing on solving wicked industrial challenges that are prioritized by the members. Each member can influence the decision based on their membership level.

### Networking opportunities with possible customers

As part of your membership, you will also be invited to our annual membership meeting and Packaging Summit which provides a great opportunity to network with potential customers and collaborators.

These events also offer a great opportunity for our world-class researchers to identify industry wide problems and propose solutions to provide a competitive advantage for our members. Our graduate and undergraduate students will also be at the meeting presenting the results of their industry sponsored research.

## Access to employee training programs and professional development seminars

Training employees with no-packaging background could be a long and complicated process. Our staff at the Center for Packaging and Unit Load Design has a 40+ year's expertise training professional to be more efficient packaging designers. We are offering short courses several times a year covering packaging, pallet, and unit load Design. These short courses are open for all of our members on a priority basis and for a significantly reduced price.

## Learn solutions to existing real life problems

To involve our undergraduate students into the research project, we started the Sustainable Packaging Design and Innovation class. Each semester, up to 12 students participate in the class and work on industry sponsored projects. All of our members have a chance to submit one real life problems. Then our faculty will select one or two problems, on which, our best students will work, throughout the semester. At the end of the semester, the student will present the results to all of our members live or through a video recording. The program provides a great opportunity for our members to interact and test the knowledge of potential hires and learn about potential solutions for existing issues in the packaging industry.

## Hire the best packaging professionals

Getting the right people to create value for your company could be a hit or miss. To make the selection of high caliber employees easier, we are providing special assistance for our members for student recruitment including job fairs, online database of our graduates, and personalized interview sessions.

## Discount of contract testing and consultation

Being a member of the center, depending on the level of your membership you will receive significant discount from our testing and consultation services. Look at the membership table for more details.

## Searchable Library of Integrated Center Knowledge (SLICK)

We learned a lot since the center was established. Now, we would like to share this knowledge to all of our members. SLICK is a searchable library of all the knowledge which has been generated by the center during the 40+ years of operation. Most of the information in SLICK

was never published to the general public and accessing them could give a competitive advantage to your company.

## Promotion

Packaging professionals throughout the world are visiting our website for information on pallets and unit load solutions. Members of the center receive standard or premium promotion in our website and inclusion on our searchable database which will put you in front of potential customers.

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## What is our membership about?

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The Center for Packaging and Unit Load Design is an Industry/University Partnership. Membership in the center is open to all individuals, firms, and associations interested in unit load based material handling efficiency and efficient and sustainable packaging design. Industry members provide support, encouragement, advice, and funding to attract and train high caliber employees, and to conduct state-of-the-art research needed by industry. The membership is constructed to provide customized levels of benefits for companies and organizations with various sizes and focus.

Please find the fee structure and description of the membership levels below.

### For Profit Companies

All our memberships provides a platform for companies to get involved in the latest innovations related to unit load based materials handling system efficiency and pallet design. Members are given an opportunity to be involved actively in the governance of the center and the determination of future research areas.

### Donations of materials or equipment can reduce your membership fee

To provide a state-of-the-art education to our students, we continuously need a broad range of packaging materials and equipment. Therefore, we accept materials and equipment donations up to \$2,000 to offset some of the membership costs. Donations also can be considered as tax deductible donation.

If you are interested in becoming a member and sharing in the benefits of our resources, download and complete the membership application or contact Laszlo Horvath at [lhorvat@vt.edu](mailto:lhorvat@vt.edu) (540) 231-7673.

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## Governance of the Center

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### Founders

Companies who become Silver or Gold level members and donated more than \$50,000 will receive a permanent founder status. Being a founder provides permanent participation in the Executive Board with voting rights, complementary attendance in our short courses for two people, and permanent promotion and recognition in our website as long as you have any level of membership.

### Executive Board

The Executive Board of the center is composed of selected members of for-profit companies and academia. Every year, 6 for-profit silver and gold members and 2 representatives of academia are selected. As the member of the Executive Board, companies can work with us to shape the future of the center, develop and maintain its vision and mission, and advice on the use of the membership fees.

### Voting Members

All of our members have voting rights to decide on which project, proposed by the faculty, will be implemented. Select members possess one (1) vote while silver and gold members possess two (2) or five<sup>1</sup> (5) votes respectively.

| Affiliate Membership Levels   | Bronze         | Silver          | Gold            |
|---|----------------|-----------------|-----------------|
| <b>Annual Cost</b>  | <b>\$5,665</b> | <b>\$11,330</b> | <b>\$28,325</b> |
| Promotion on our website  | ✓              | ✓               | ✓               |
| Inclusion in our searchable company database  | ✓              | ✓               | ✓               |
| Special assistance with student recruitment   | ✓              | ✓               | ✓               |
| Access to SLICK   | ✓              | ✓               | ✓               |
| Priority and discounted registration for professional short courses and seminars <sup>1</sup> | ✓              | ✓               | ✓               |
| Priority access to the center's technical assistance team, and testing services               | ✓              | ✓               | ✓               |
| Networking opportunities within the Center Membership   | ✓              | ✓               | ✓               |
| Early access to patentable concepts & confidential research prior to public release           | ✓              | ✓               | ✓               |
| Participation in the annual membership meeting  | ✓              | ✓               | ✓               |
| Discount of testing services  | 10%            | 20%             | 20%             |
| Premium promotion on our website  | ✗              | ✓               | ✓               |
| Limited complementary registration to our seminars and short courses                          | ✗              | 1               | 2               |
| One-on-one consultation with the staff of CPULD   | ✗              | 4Hrs            | 4Hrs            |
| Undergraduate scholarships under the name of the Member may be established                    | ✗              | ✗               | ✓               |
| Graduate fellowship under the name of the member may be established                           | ✗              | ✗               | ✓               |

<sup>1</sup> The availability of the short courses and workshops depend on the number of participants and the availability of the personnel of the Center for Packaging and Unit Load Design. Any of the workshops can be canceled any time. Custom and privately sponsored short courses are not included.