

Amcor is committed to being at the forefront of product leadership and innovation.

The company is focussed on developing packaging solutions that add value for our customers and strives to achieve innovation in:

- New and modified products and technologies
- Customer interaction, service and other value-creating activities
- Systems, processes and communications
- Managing intellectual and physical assets

Amcor is dedicated to product leadership and innovation, as it will deliver:

- Faster and sustained profit growth
- Market differentiation
- Improved customer service and satisfaction
- Increased speed to market
- Leverage of global capabilities

The company's unique product leadership model provides the framework for this initiative, encouraging all of Amcor's people to contribute ideas and participate in developing innovative solutions.

As a leading global packaging company, Amcor's commitment to product leadership will be a cornerstone for our future success.