



The Use of "Creasolv Process Technology at Unilever"

Group and Module Introduction

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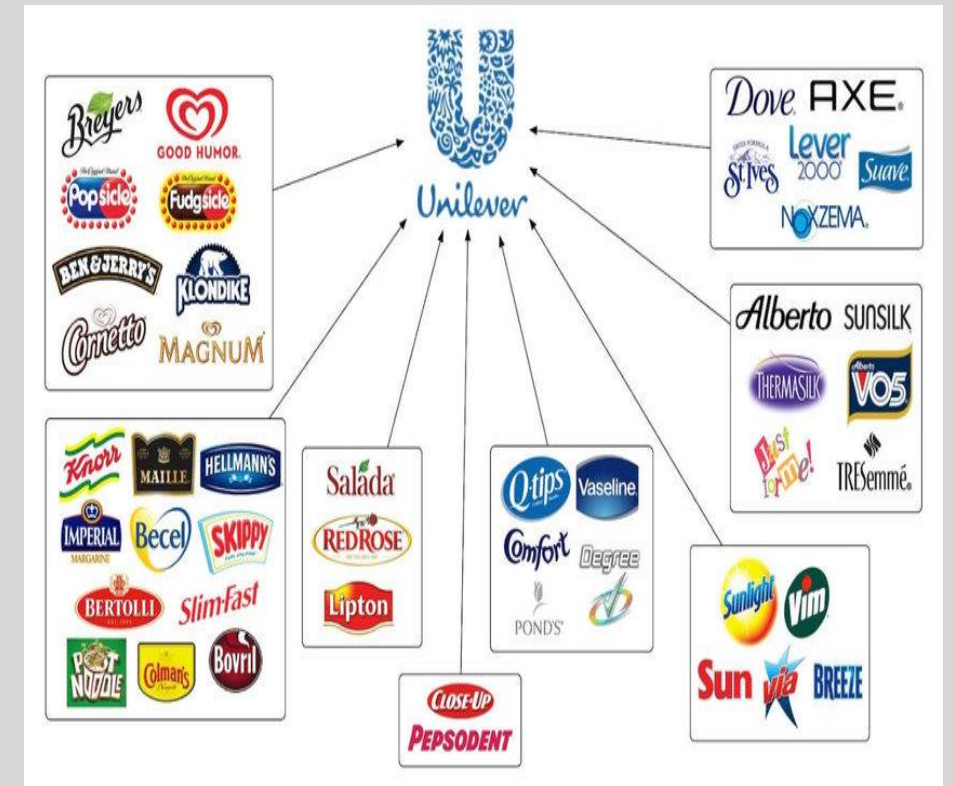
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Overview Of The Organisation: Unilever

Unilever	
Origin	British Multinational Company
Establishment Year	2 September 1929
Company type	Public limited company
Founder	Lever Brothers Branch
Serves Area	Around 190 countries
Key people	Nils Andersen (Chairman) Alan Jope (CEO) Graeme Pitkethly (CFO)



Challenges before Introducing Modern Technology

A) Lacking high quality plastic recycle process

Before introducing modern technology in Unilever supply chain operations had faced challenges regarding dependency on plastic.

B) Lacking new model of marketing and advertising

Future growth of Unilever is facing challenges due to lack of new model and strategies application.

C) Plastic Recovery Data Issues

Without proper data preservation Unilever will not be able to list its sustainable issues and materiality assessment identification.

D) Challenges about sustainable living

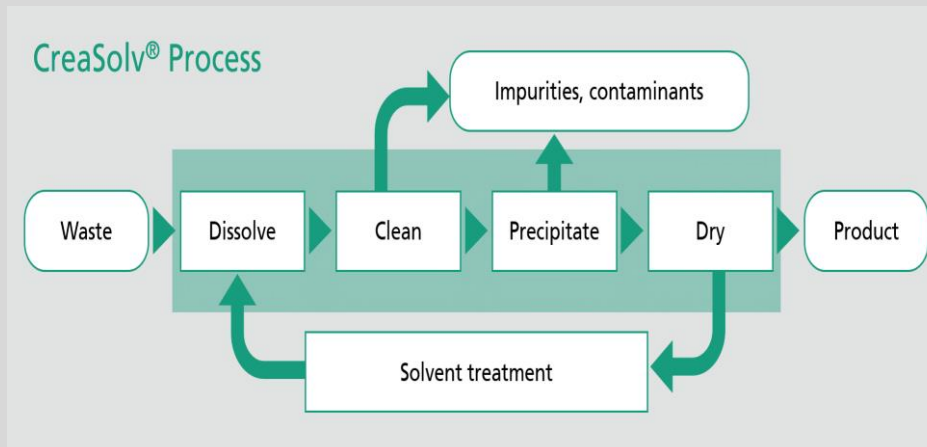
Since the new technology involves artificial intelligence, Unilever had to deal with environmental issues before applying it, which led to criticism of Unilever's ethical business methods.

Insights of the Modern Technology Introduced

❑ Discussion and different components about the technology:

Introducing CreaSolv® Process technology with the Fraunhofer Institute for processing Engineering and Packaging IVV is the new practice and insight of Unilever modern technology (Patil et al., 2021).

- ✓ Dissolution
- ✓ Cleaning
- ✓ Precipitation
- ✓ Extrusion



❑ Some intelligent facts and benefits of The CreaSolv® Process technology

- ✓ Wastage that mixed or covered with laminated material can be easily recycled.
- ✓ Plastic can be reused through this recycle process.
- ✓ The recycled plastic quality is high and its act as a virgin material.

Impact of Modern Technology Introduced

Positive Impacts

- ✓ Introduction of high-value polymer from used and dirty, multi-layer sachets.
- ✓ Can be used again for packaging non food related items.

Negative Impacts

- ✓ Facing problem of accustomed it as it is a new technology.
- ✓ Requires huge financial and other machineries investment for better outcome.

Lessons Drawn from the case study

What was the condition of Unilever before introducing CreaSolv® Process

- ☐ No viable recycle solution
- ☐ Unilever packaging ends up in landfill or as litter
- ☐ Huge industry wide sachet issues
- ☐ No presence of quality polymers
- ☐ Lacking improved recycling process
- ☐ Minimum presence of sustainable recycling process

After Scenario of Implementing CreaSolv® Process

- ☐ Increased CSR practices
- ☐ Increased potential long-term income
- ☐ Able to use fully reusable plastics
- ☐ Proved economic profitability
- ☐ Recycled materials can be used in automobile industry
- ☐ Minimization of off-odors in packaging
- ☐ Separation from legacy additives

Conclusion

- Well known brands like Unilever completes its operations and provides services manually which consumes time and energy.
- With advanced technology Unilever has advanced one step ahead of its competitors.
- Payment apps for billing, scanning are some examples of modern technology adopted by Unilever.

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