SMIPR

Case Study — What's Being Disrupted in "Packaging"

PPWR (EU Packaging & Packaging Waste Regulation) turns packaging compliance from an annual admin task into an always-on, data-driven operation. This discontinuity disrupts spreadsheet-and-consultant workflows and creates room for a multi-country SaaS system. Below is how an anonymized SME exporter used SMIPR to turn regulation into profit protection.

Before vs. After PPWR — The Discontinuity

• Before: Directive-based patchwork, annual reporting, local portals, consultant emails; low data fidelity.

• After: Directly applicable regulation, eco-modulated recurring fees, multi-country filings, audit-grade evidence, frequent rule updates.

Implication: What used to be a once-a-year project becomes a continuous cost-optimization and compliance discipline — perfect for software.

Who Loses / Who Wins

• Loses: single-country portals and manual consulting that can't scale monthly fee simulations.

• Wins: data-native exporters who adopt an always-on engine for fees, filings and design decisions.

Company Snapshot (Anonymized)

• Mid-market FMCG exporter; annual EPR fees ≈ €2.5m across 4 EU markets.

• Team: owner-CEO acting as CFO; small ops team; mixed ERP/PLM + supplier spreadsheets.

• Goals: reduce fee spend, remove audit anxiety, gain monthly visibility.

Engagement — 2-Week Pilot with SMIPR

1) Intake (Days 1–3): last EPR report + 2 recent invoices; optional CSV/API pull from ERP.

2) Processing (Days 4–10): ingestion AI built packaging master; multi-country fee engine ran eco-mod simulations; generated sandbox filings.

3) Delivery (Days 11–14): ROI snapshot, per-country evidence pack, rollout plan.

Results

• Fee savings identified: €150k/year (≈6%).

• Time-to-audit-ready: 19 days (≤21-day target).

• Filing acceptance: >95% first-pass.

• Data ops: 70%+ automatic ingestion; manual QA for remaining edge cases.

• Financial: Payback on annual subscription estimated at ~4 months.

KPI Snapshot

Metric	Baseline	With SMIPR
Annual EPR fee spend	€2.5m	€2.35m (projected year 1)
Reporting cadence	Annual, manual	Monthly visibility; filings per country
First-pass acceptance	Unknown / variable	>95%
Time to audit pack	N/A	≤21 days (pilot delivered in 19)
Team hours / quarter	~120+	~40 (est.)

What We Learned

• Owners value certainty as much as savings — the evidence vault reduced audit anxiety materially.

• Most overpayment came from conservative assumptions and inconsistent supplier data — automation surfaced it fast.

• Multi-country harmonization unlocked design decisions (materials/weights) that translate into recurring savings.

How to Replicate in Your Business

• Start with a 2-week pilot in 2 priority countries; bring invoices + last EPR report.

• Use the ROI snapshot to set quarterly targets (savings %, first-pass %, time-to-report).

• Roll out to additional markets; connect suppliers for attestations to deepen data network effects.

About SMIPR

SMIPR is the profit-protecting packaging compliance platform for SME owners. We ingest your data, optimize eco-modulated fees across EU markets, and keep you audit-ready — with a 21-day delivery guarantee for pilots.