

News from

**Persson Innovation AB**

**PERSSON**

July '16

## Persson Innovation has cooperated with Swedish Universities on special projects.

Persson Innovation has been working with Halmstad University in Sweden to conduct a market research project in conjunction with launching a new product. Persson Innovation Inc. in Naperville, Illinois brought in Carl-Oskar Sjödel, a student majoring in international marketing at Halmstad University, for a 3 month's internship. Carl, who graduated in the spring of 2016, came to the U.S. on an internship abroad program which is a part of the school's curriculum.

Bringing in university students can serve a dual purpose. We allow students to apply their academic studies in a real environment and to understand business and cultural difference in different markets. Also, training and educating students in the packaging industry helps our industry as well, says Arne Stegvik, president of Persson Innovation Inc..

In addition, Persson Innovation in Sweden was working with a group of students from the University of Linköping to conduct a global customer survey and review the operational processes at the plant in Kumla, Sweden. Consequently, some of our customers may already have been contacted to respond to a customer satisfaction survey.

## The annual sales and marketing conference.



Persson Innovation's annual sales and marketing conference was held in Chicago, May 31 – June 2, 2016. We had team members from Belgium and Sweden besides the US. We had arranged a two hour Segway tour of Chicago to allow our overseas visitors to shake off their jet lag. Due to inclement weather Tuesday, we had to move the tour to Thursday and some of our U.S. colleagues had to forfeit this opportunity. However, we were in real luck Thursday as the weather cooperated allowing us to show the best of Chicago. The picture shows Persson Innovation's management team posing in front of Chicago's skyline.

### Production over the Summer Holiday

Persson Innovation's production plant in Kumla will be closed from July 15 through August 5.

