



FRED PRYOR SEMINARS ■ CAREERTRACK

## CASE STUDY Huhtamaki

### SITUATION

Huhtamaki is a global specialist in packaging for food with manufacturing facilities and sales offices in 34 countries. Its 17,000+ employees help make hundreds of every day products from food to-go containers, paper plates, shampoo packaging and egg cartons to molded products that protect fragile items like consumer electronics and wine bottles.

The organization places a high value on employee training and development, with a keen understanding of the inherent challenges of a large and divergent workforce in multiple geographic locations.

Not only are there multiple departments, but each of the company's sites has a different area of responsibility in the manufacturing, distribution and sales pipeline. Huhtamaki needed a customized platform to better serve its employees' training needs, as well as provide ongoing education to help them advance within the organization.

## Huhtamaki

### SOLUTIONS

After working with training companies that couldn't meet its specific needs, Huhtamaki turned to Pryor Learning Solutions—a comprehensive learning provider offering more than 10,000 course opportunities addressing tactical skills and technical knowledge, as well as business acumen and leadership development.

“We view Pryor Learning Solutions as an integral partner and extension of our staff. They do everything from new course design, to handling the learning management system to employee communications about the offerings. This allows my staff and I to concentrate on other responsibilities.”

- **Kelly Burke,**  
**Corporate HR Manager, Huhtamaki**



Pryor+ is a one-stop shop for employees to access custom courses. Those wanting to move into different departments, or advance their existing skills, can work with their managers on a customized development plan. Site managers can assign specific courses that are only relevant to its operations. Because many of its manufacturing floor employees don't have computers, Huhtamaki has computer workstations on the manufacturing floor or in breakrooms so employees have convenient access to short and relevant courses.

### RESULT

- **Cost savings:** Implementing the company's own training programs would require additional full-time employees, which could cost the company up to \$160,000 annually.

- **Greater offerings:** With Pryor+, the company can offer a breadth of courses—thousands more than if the company relied solely on in-house resources.
- **Developing workforce:** The company has tied the Pryor+ training to its culture initiatives, which helps employees develop skills tied to the organization's goals.

### WHAT'S NEXT?

Building on Huhtamaki's domestic success, Pryor Learning Solutions is developing a customizable, pilot program for the company's Finland-based sales staff. The program helps employees identify specific courses—such as being more assertive, communicating effectively with prospective customers and closing sales—that enhance their skill set.

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### ABOUT HUHTAMAKI

Huhtamaki is a global specialist in packaging for food and drink. Its network of 76 manufacturing units and additional 24 sales only offices in 34 countries, and is well placed to support its customers' growth wherever they operate. Mastering three distinctive packaging technologies, approximately 17,300 employees develop and make packaging that helps great products reach more people, more easily. In 2016, net sales totaled EUR 2.9 billion. The Group has its head office in Espoo, Finland and the parent company Huhtamäki Oyj is listed on Nasdaq Helsinki Ltd.

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### ABOUT PRYOR LEARNING SOLUTIONS

Since Fred Pryor pioneered the one-day seminar in 1970, Pryor has helped more than 11 million people reach their career goals by offering comprehensive, affordable and convenient business, compliance and safety training. Staying true to Fred's mission to deliver the best and most cost-efficient continuous learning experience continues with Pryor Learning Solutions' true blended learning approach that includes more than 7,000 live seminars and more than 4,700 online courses.