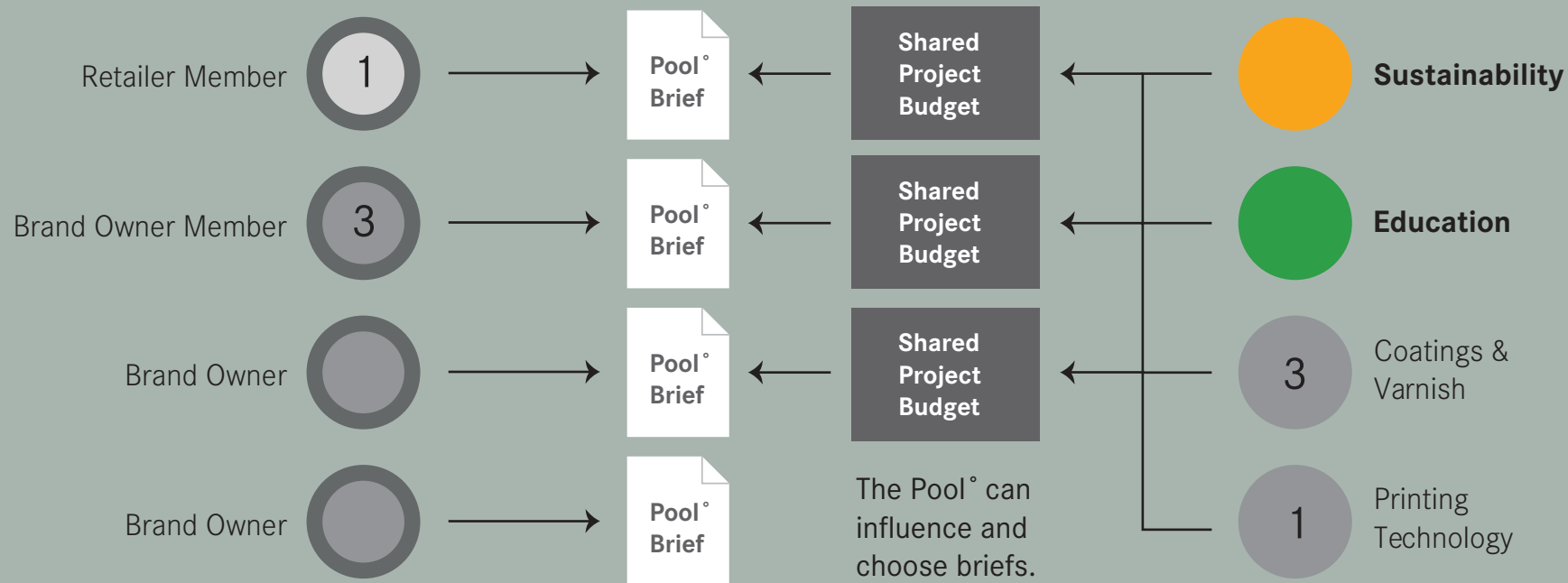


# A Powerful Alliance of Suppliers in Packaging

Members share bigger Budgets to fulfill better Briefings



- The **Pool°** accepts briefings from Brand Owners and Retailers.
- These briefings can then be taken by its Members, alone or together with a Shared Project Budget.
- As a powerful player, the **Pool°** does not need to accept every briefing as it is.