

# TRANSFORMATIONAL GROWTH LEADERSHIP

## Reimagining Sustainable Packaging: How Packsize Is Transforming Automation and Right-sized Logistics

**Brian Reinhart**

*Chief Revenue Officer,  
Packsize*

*in conversation with*

**Krishna Srinivasan**

*Global President & Managing Partner,  
Frost & Sullivan*





As the world accelerates toward e-commerce, sustainability, and automation, one company is redefining how products are packed, shipped, and delivered. In this exclusive **Transformational Growth Leadership (TGL)** interview, [Brian Reinhart](#), Chief Revenue Officer of [Packsize](#), speaks with [Krishna Srinivasan](#), Global Managing Partner at **Frost & Sullivan**, about the company's bold growth vision, its customer-first ethos, and how automation and right-size packaging are shaping the future of global supply chains.

### Transformative Trends in Automated Packaging

**Krishna Srinivasan:** *Brian, you have been with Packsize for about a year now. What do you see as the two or three most transformative trends currently impacting the automated packaging and logistics sector, especially in the context of growing demand for sustainable right-size-on-demand (RSOD) packaging?*

**Brian Reinhart:** There are both historical and emerging trends shaping our industry. Historically, right-sized automation in packaging has always been about **labor savings, freight optimization, and**

**consumable cost reduction.** These remain incredibly powerful today because costs: labor, freight, gas, materials are all higher than ever.

What's really transformative now is the realization that optimizing box size directly reduces freight costs. Smaller boxes mean you fit more on every truck, cut down the number of shipments, and reduce your overall network costs. That reframes the entire ROI conversation. With traditional warehouse automation, you might see payback in three or four years. With Packsize, we are often under one year because our impact goes beyond the warehouse and into the supply chain itself.

And then there's **sustainability**, which has gone from a buzzword to a business imperative. Companies like **Walmart, Amazon, and Nike** are all driving toward net-zero or green packaging initiatives, and now governments are joining in, think of European PPWR regulations or U.S. state-level mandates. The beauty is that right-size packaging actually makes sustainability profitable. You save on materials, shipping, and storage, while reducing emissions. It's a rare case where doing good for the planet also improves your bottom line.

## Sustainability as a Profit Engine

**Krishna Srinivasan:** *That's fascinating because often sustainability is seen as a cost. But in this case, it's actually a source of savings.*

**Brian Reinhart:** Exactly. On average, our customers reduce **corrugate usage by about 30%**, which translates into roughly **40% less volume** per shipment. That's huge. Less packaging material, less truck space, lower fuel costs and a greener footprint.

What excites me is that this doesn't just cut costs; it creates value. Those savings can be reinvested into marketing, innovation, or growth. It's similar to what happened with renewables: early on, green energy wasn't economically viable, but once the economics flipped, adoption skyrocketed. For packaging, the economics have always made sense, it just took the market a second to realize it.

## Automation and the Future of E-commerce

**Krishna Srinivasan:** *We have seen enormous post-COVID disruption; labor shortages, rising e-commerce demand, and supply chain volatility. How has that shaped Packsize's value proposition?*

**Brian Reinhart:** E-commerce is really the heartbeat of automation right now. If you

Frost & Sullivan's **Transformational Growth Leadership Program** aims to honor visionary business leaders who possess the foresight and leadership acumen to drive positive change within their organizations. The leaders we celebrate hail from diverse sectors and company sizes, yet they all share an unwavering commitment to innovation and excellence.

walk into any large e-commerce warehouse, you will see advanced automation for picking, storage and retrieval but the packaging area often remains **manual**. You will see 50 people on a line packing boxes by hand, even in facilities with hundreds of millions invested in upstream automation. That's a massive disconnect.

Our technology changes that. A manual operator might pack 50 boxes an hour. Our systems, like the **X5 and X6 box-first platforms**, or our **Impack and Everest box-last solutions** (acquired through Sparck Technologies) can produce **500 to 1,500 boxes per hour**. That's 10–30x efficiency. It's transformative for high-volume operations, especially e-commerce.

## Strategic Partnerships and Ecosystem Growth

**Krishna Srinivasan:** *You mentioned the Sparck Technologies acquisition. How do partnerships like those with Hugo Beck and Paccurate fit into your long-term strategy?*

**Brian Reinhart:** Our goal is to become the **one-stop shop for automated packaging**. Right-size packaging is our core, but customers want integrated solutions.



We have partnered with **Hugo Beck** in Germany to extend into automated right-sizing enveloping and paper bagging expanding our portfolio overnight. With **Paccurate**, their cartonization capabilities are the best in the world, so rather than build our own, we elected to partner deeply and exclusively.

We now have a 30-person partnership organization working with **OEMs, integrators, 3PLs [third-party logistics], and consultants** to ensure Packsize is integrated into every possible packaging workflow. Whether you buy direct or through an integrator, Packsize is part of the ecosystem.

## Vision 2030: Scaling for Every Warehouse

**Krishna Srinivasan:** Looking ahead to 2030, what does success look like for Packsize? What is the overarching goal for the company five years into the future?

**Brian Reinhart:** Our goal is simple but ambitious: we want every warehouse, large or small, to benefit from right-sized packaging automation. Today, automation adoption in packaging is still in its infancy. If we can multiply that adoption by even three or four times in the next five years, we'll see exponential growth.



Yes, we work the e-Commerce and Retail giants you know and love, but we also serve single-warehouse operations just beginning their automation journey. We want Packsize to be synonymous with accessible automation—from **low-volume to high-throughput, from box-first to box-last**.

## Overcoming Challenges: The Battle Against Status Quo

**Krishna Srinivasan:** That's a powerful vision but what do you see as the biggest challenge in achieving that vision?

**Brian Reinhart:** Our biggest competitor isn't another company—it's **status quo**. Many organizations have been buying stock boxes for decades. Changing that mindset takes time.

Even when companies see the ROI, stasis is a formidable foe. If their **end customers** don't care about oversized boxes, there's little pressure to change. But when consumers start saying, "I don't want to buy from wasteful companies," that drives real transformation.

That's why we see an industry-wide opportunity to create awareness. Think of the "**Got Milk?**" campaign, what if packaging automation had its "**Got Right-sizing?**" moment? It could shift the entire mindset toward efficiency and sustainability.

## Competitive Edge: Breadth, Depth, and Reliability

**Krishna Srinivasan:** How does Packsize differentiate itself from others in the right-size-on-demand and packaging automation space?

**Brian Reinhart:** It comes down to **breadth of portfolio and depth of expertise**. There is a lot of fantastic tech out there and I tip my hat to our competitors. Some competitors have one product that would compete with one of

ours—but we have eight others. Whether your operation requires low automation or full-scale high-speed packaging, we've got the right system.

Competitors like CMC or BOD excel in certain niches, but none offer the **full spectrum** of right-sizing technologies, from **manual to robotic**, from **box-first to box-last**. Add to that our **integrated corrugate supply model**, and industry leading service network, we don't just sell machines; we stay connected through ongoing materials supply, ensuring performance, quality, and customer partnership over the long term.

## Commitment as a Core Value

**Krishna Srinivasan:** *If you had to define Packsize with one word or phrase, your “Think Different” equivalent, what would it be?*

**Brian Reinhart:** **Commitment.** We are committed to our customers' success, period. That shows up everywhere—over 35% of our employees are in **service and support**, ensuring uptime, reliability, and customer care that's second to none.

One example stands out: a customer's machine had issues late on a Friday. Their service plan didn't cover weekends, but one of our technicians got in his car at 5 p.m., drove overnight, and fixed the system by Saturday afternoon. No one asked him to. He just did it because that's who we are.

Automation is complex. Things will go wrong. But how you respond defines your company. At Packsize, **commitment isn't a slogan, it's a behaviour.**

## AI, Innovation, and the Future of Smart Packaging

**Krishna Srinivasan:** *Let's talk about AI, the megatrend of our time. How is Packsize using or planning to use AI?*

**Brian Reinhart:** AI will transform warehouse automation at multiple levels.

At the **machine level**, AI enables predictive monitoring, detecting belt wear, blade sharpness, or component stress before a breakdown occurs. It's proactive rather than reactive. But I will be honest, there's a lot of “AI washing” out there. True AI requires real data learning, not just smarter PLCs [programmable logic controllers].

Then there's the **operational layer**—AI for **cube optimization, nesting, and real-time fleet loading**. Imagine algorithms that dynamically deliver the perfect pack, sequence the orders, and adjust trailer space in real time. That's coming fast.

At Packsize, we are investing internally through **PackNet**, our digital platform, while also exploring external partnerships with AI innovators. We are spreading our bets intelligently, knowing AI will reshape how we design, build, and optimize packaging lines over the next few years.

## Innovation Pipeline and M&A Philosophy

**Krishna Srinivasan:** *Beyond AI, what does your innovation roadmap look like? And will M&A continue to play a role?*

**Brian Reinhart:** We are guided by a **customer-driven roadmap**. We continuously evolve our core products, explore adjacent solutions, and scale innovation based on market demand. If customers need something sooner than we can build it, we evaluate whether to **develop, partner, or acquire**.

Our **Sparck Technologies** acquisition is a great example; it gave us instant leadership in box-last packaging and stronger presence in Europe.

As for M&A going forward, we will be **strategic, not acquisitive for growth's sake**. Packsize is growing rapidly through customer success alone. We only acquire when it creates clear, measurable value for our customers and organization.

## Leadership, Purpose, and the Power of Doing Good

**Krishna Srinivasan:** *On a personal level, what motivates you as a leader in this space?*

**Brian Reinhart:** I am driven by the impact we create. Packsize doesn't just sell machines; we make packaging greener and supply chains leaner. For every billion boxes we produce, we are eliminating the emissions equivalent of roughly **100,000 cars** from the road. That's something to be proud of.

I have worked in different automation sectors before, but this one feels deeply meaningful. You can do **good while doing well** and that makes every win count double.

## A Bold Prediction: The Automation Tipping Point

**Krishna Srinivasan:** *If you had to make one bold prediction about this industry in the next five years, what would it be?*

**Brian Reinhart:** We are approaching a **tipping point in automation adoption**. Everyone thinks it's already saturated because they look at Amazon or Walmart and see expansive automated networks, but across the broader warehousing landscape, automation penetration is still under 30% by most metrics.

Over the next five years, I expect that to double or even triple. Rising labor costs, workforce shortages, and declining barriers

to entry will drive massive adoption. The question isn't if, it's how fast we can all scale to meet demand.

## Final Thoughts: The One-stop Shop for the Future of Packaging

**Krishna Srinivasan:** *And finally, what's the one message you would like the world to take away about Packsize?*

**Brian Reinhart:** That we are **ready for every warehouse**. As automation moves downstream into packaging, companies will look for partners who can deliver **end-to-end solutions**—hardware, software, consumables, and service under one roof. That's Packsize.

We are the **one-stop shop** for packaging automation, committed to our customers, invested in innovation, and driven by the belief that smarter packaging is better for business and the planet.

## Closing Reflection

As the packaging industry evolves toward smarter, greener, and more automated operations, **Packsize** is redefining what's possible, making sustainability profitable and automation accessible. Under **Brian Reinhart's** leadership, the company's unwavering commitment to customer success, innovation, and ESG excellence positions it as a true **transformational growth leader** in global logistics.





## **Brian Reinhart | Chief Revenue Officer, Packsize**

**Brian Reinhart is the Chief Revenue Officer at Packsize**, where he drives global revenue growth, strategic partnerships, and market expansion across the packaging automation ecosystem. With prior leadership roles at Hai Robotics and Bastian Solutions, he brings deep expertise in supply chain optimization, robotics, and advanced packaging systems.

At Packsize, Brian champions right-sized, on-demand packaging solutions that help global retailers and manufacturers reduce waste, cut costs, and boost efficiency. A recognized advocate for sustainable logistics and digital transformation, he bridges cutting-edge technology with measurable business results.



## **Krishna Srinivasan | Global President & Managing Partner, Frost & Sullivan**

**Krishna Srinivasan is the Global Managing Partner at Frost & Sullivan**, bringing over 30 years of management consulting experience. A mechanical engineering graduate from Bangalore University, he began his career at Data Patterns, Inc., working in software development and product marketing.

Joining Frost & Sullivan in the early 1990s as a Senior Industry Analyst, Krishna rose through the ranks to become Head of Worldwide Research, Industrial Technologies, and later Global President in 2007. His leadership has driven the firm's steady growth and diversification across products and services worldwide.

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# Appendix: Enabling Growth through Sustainable Packaging Transformation

For readers seeking to dive deeper into the evolving global packaging landscape and the transformational role of companies like Packsize, Frost & Sullivan recommends the following analyses:

- ▶ Growth Opportunities in Medical Packaging Market
- ▶ Plastics in Rigid Packaging Market, Global, 2024-2030
- ▶ Growth Opportunities in the Glass, Plastic, and Paper Packaging Coatings Industry
- ▶ Frost Radar™: Polymers for Packaging

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