



The Private Brand Movement, Sept 19-21, 2011
Sheraton Chicago Hotel & Towers

Today, we have an interview with keynote speaker Koen de Jong, [of IPLC](#) & Author of [Private Label Uncovered](#).

Koen will be presenting "Creating Value Together: How European Retailers and Manufacturers Collaborate to Innovate" on Tuesday, September 20, 2011 at the Private Brand Movement. In this session, learn how European retailers succeed in reducing the time-to market of their private label innovations. By closely collaborating with their suppliers they tap into themes that live in society and create private label sub-brands based upon this.

The session will cover:

- What initiatives can be taken to drive costs out of the supply chain and how to speed up the innovation process
- What drivers are used to fuel the innovation process
- Inspiring examples of niche marketing my means of private label sub-brands

PBM: Tell us about a project you are working on or recently completed that you are proud of?

KDJ: I recently completed a project that lasted for over 2 years. IPLC consulted a Dutch retailer in a strategic relaunch of its complete retailer brand portfolio. Instead of continuing to use the fancy label they used for their private label, the complete range of 2,000 SKU's was relaunched to carry the store banner on the pack. After the dust had settled the turnover of almost each individual SKU had increased dramatically.



We are also currently writing a strategic business plan for a manufacturer in Germany who intends to start producing private label next to contract manufacturing for brands. For a Belgian retailer we are executing a full portfolio analysis to boost the retailer brand performance within 5 selected categories.

PBM: Thinking ahead 5 years, what major changes for the field do you see?

KDJ: In the mature market for retailer brands in Europe I expect that more and more specific niches will be identified to be targeted with tailor made private label products. In the US I expect that more retailers will switch to using the 'store banner only' strategy to endorse their private label portfolio. We have robust evidential proof that this has dramatically increased the performance of private label in Europe. Although I can not say for sure whether this will also be applicable to the US, I would be delighted to share some insight on the matter with US retailers.

PBM: What inspired you to get in the field? What keeps you motivated?

KDJ: I have been working in private label manufacturing for 18 years prior to setting-up IPLC in 2003. We now work with a team of specialists for both retailers and manufacturers on operational and strategic issues and projects. Meeting with senior management and to team-up with retailers to boost the retailer brand performance is extremely satisfying and the results are very tangible. The variety of projects and people we meet across the globe continue to be a source of inspiration to all of us.

PBM: What is your dream project?

KDJ: I would love to become involved in a project for a retailer in the US or Canada. Over the past four years I worked for a Chilean manufacturer of retailer brands. For this client we successfully started a business in the US. In the process I have travelled a lot and noticed that US retailers run their own brands quite differently from Europe. I am sure there will be good reasons for this however it would be very exciting to be working on a project in the US. I am lead to believe the insight from Europe might be a source of inspiration for US retailers.

PBM: What is one thing you're excited about for this year's conference?

KDJ: The opportunity to meet and discuss with US professionals in both retail and manufacturing and to exchange views and best practices. I look forward to sharing insight from Europe which hopefully will inspire the audience.

PBM: We look forward to that, thanks so much for sharing with us!

To learn more, join us this September in Chicago for [The Private Brand Movement](#). [Download the brochure here](#) and receive exclusive access to the 2010 executive summary when you fill out the download form. [Register here](#) for the event.

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