Sealed Air Corporation: Deciding the Fate of VTID

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Sealed Air Corporation: Deciding the Fate of VTID
Sealed Air, sealed package, sealed deal!

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Objectives

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- Identify Sealed Air’s core competence.
- Define its position in a competitive market.
  --> How did they get where they are right now?
- Give an outlook on the company’s future development.
Company background:

- a packaging company
- multinational corporation serving 175 countries

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Company background

Product & Services

- FOOD CARE
- DIVERSEY CARE
- PRODUCT CARE
- MEDICAL APPLICATION

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Company History

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- Foundation

- Bubble Wrap® as the company’s signature brand

Marc Chavannes  Alfred W. Fielding
Caseism.com

- Expansion to Western Europe
- Acquisition of Instapak Corp. in 1977