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SCGP Drives Business with Data and AI, Enhancing Manufacturing, Customer Service, and Growth in the Digital Era

SCGP is leveraging Data and Artificial Intelligence (AI) to drive the transformation of the packaging industry, enhancing operational efficiency throughout the supply chain while developing products and services that better meet customer needs. This aligns with global megatrends in Artificial Intelligence (AI), Automation, and digital technologies, which are reshaping the industrial sector and becoming critical factors in strengthening long-term competitiveness. The company shared its vision during the seminar **"AI in Packaging Manufacturing: From Data to Implementation" at ProPak Asia 2026.**

Mr. Sompob Witworrasakul, Chief Technology Sustainability and Productivity Officer of SCG Packaging Public Company Limited, or SCGP, said that SCGP is driving the organization through Digital Transformation as part of its Transformative Transformation strategy, while advancing toward becoming a multinational consumer packaging solutions provider. The company offers a diverse portfolio of innovative products and services, covering Primary Packaging, which comes into direct contact with products; Secondary Packaging, which groups multiple product units together; and Tertiary Packaging for transportation and logistics. With manufacturing bases across multiple countries, each market presents different requirements and regulations. At the same time, operations throughout the supply chain involve vast amounts of data from various systems that must be effectively connected and managed. This has become a key turning point for SCGP to apply Data and AI to enhance operations and respond to customer needs with greater precision.

"AI has become one of the most significant trends in today's business landscape. However, the key to successfully implementing AI lies in high-quality data. In the past, much of the data in the packaging industry existed in document form, making process improvements time-consuming. SCGP has therefore continuously invested in digitalizing its operations to establish a strong foundation for AI applications in analytics, forecasting, and business decision-making. Five years ago, AI was still relatively new, but today it has become an integral part of improving production efficiency, management processes, and value creation for customers," Mr. Sompob said.

SCGP applies AI to create value for both its business and customers in various ways. One example is the development of its Customer Order Management system, which integrates E-Ordering, Cross-Plant Allocation Planning, and Production Scheduling with real-time data throughout the entire process. This enables the system to analyze customer demand, connect orders directly to operational workflows, and automatically allocate

production capacity from the most suitable factories. It also manages inventory levels and updates critical information, allowing the company to respond more quickly to customer requirements while delivering high-quality products and services on time.

In terms of Cross-Plant Allocation Planning, SCGP manages and allocates customer orders across its 15 manufacturing facilities. Previously, determining which factory should produce each customer order required extensive data analysis and considerable time. Today, AI can automatically analyze order information, production capacity at each plant, transportation distances between factories and customers, delivery lead times, and costs to identify the most suitable production site. This enables on-time delivery, improves resource utilization, and enhances flexibility in accommodating a wider variety of customer orders.

Another example of AI implementation in manufacturing is Paper Quality Prediction. SCGP has invested in sensor systems and digital technologies while developing an AI-based Paper Strength Predictive Model to analyze factors affecting paper quality and strength. This enables the company to predict quality in advance, monitor performance in real time, and accurately adjust production parameters. As a result, product quality can be maintained consistently while reducing losses in the manufacturing process.

In addition, SCGP combines the strengths of people and technology through Human–AI Collaborative Operations. AI is used to analyze production data, optimize machine settings, and predict preventive maintenance requirements to reduce the risk of production disruptions. Meanwhile, Robots, Automation systems, and Collaborative Robots (Cobots) are deployed for repetitive tasks or operations requiring high continuity. This allows employees to focus on work that requires specialized skills, expertise, and complex decision-making, resulting in more efficient, safer, and more agile operations.

Mr. Sompob added that SCGP also places great importance on workforce development to foster a data-driven and innovation-focused culture throughout the organization. The company encourages employees to apply technology to continuously improve work processes. Currently, more than 2,500 employees are capable of applying AI in their work, and SCGP aims to expand the number of AI users to over 4,000 across the organization. At the same time, the company plans to develop more than 1,000 employees with the capability to build and further develop AI solutions independently. These efforts are intended to enhance operational efficiency across all functions and strengthen the company's competitiveness amid rapid changes in the digital business landscape.

The seminar also featured an exchange of perspectives on the role and importance of AI in the industrial sector. Speakers highlighted that AI plays a crucial role in enhancing operations throughout the value chain and serves

as a key mechanism for advancing the industry toward modern, flexible manufacturing systems that are prepared for future changes. Therefore, learning about AI and seriously adopting it from today onward represents an important step in strengthening competitiveness and driving sustainable growth in the business world.
