

# The Axia Institute:

**DELIVERING VALUE  
CHAIN SOLUTIONS**



The Axia Institute:  
Delivering Value Chain Solutions®  
MICHIGAN STATE UNIVERSITY

**Connect. Collaborate. Solve.**



# Delivering High Impact Solutions

The Axia Institute is a premier value chain center of excellence dedicated to improving public and private value chains through research, education, and outreach. Established by Michigan State University in 2013, the Axia Institute partners with industry on breakthrough solutions for the healthcare, food and agriculture, and advanced manufacturing industries.

## Axia's Breakthrough Approach

### VISION

We are the top-of-mind center of excellence leading the world in high impact solutions to revolutionize value chains.

### MISSION

The Institute provides world-class research, teaching programs and outreach that makes business happen.



### RESEARCH

- Pioneering tomorrow's solutions
- Fostering private/public partnerships
- Creating sustainable value chains



### EDUCATION

- Creating executive education programs
- Offering experiential learning
- Providing student internships



### OUTREACH

- Developing executive retreats and forums
- Influencing standards development
- Conducting Value Chain Index assessments

## Offering a Unique, Collaborative Environment

The Axia Institute provides a neutral environment to foster collaboration where industry stakeholders can come together to discuss grand challenges. We lead innovation with some of the industry's greatest challenges by:

- Delivering value to the customer by looking holistically at the entire value chain.
- Strategically aligning processes, functions and stakeholders for competitive advantage and resilience throughout the value chain.
- Advancing industry efforts toward open standards, interoperability and sustainability.
- Facilitating faculty research guided by industry needs.



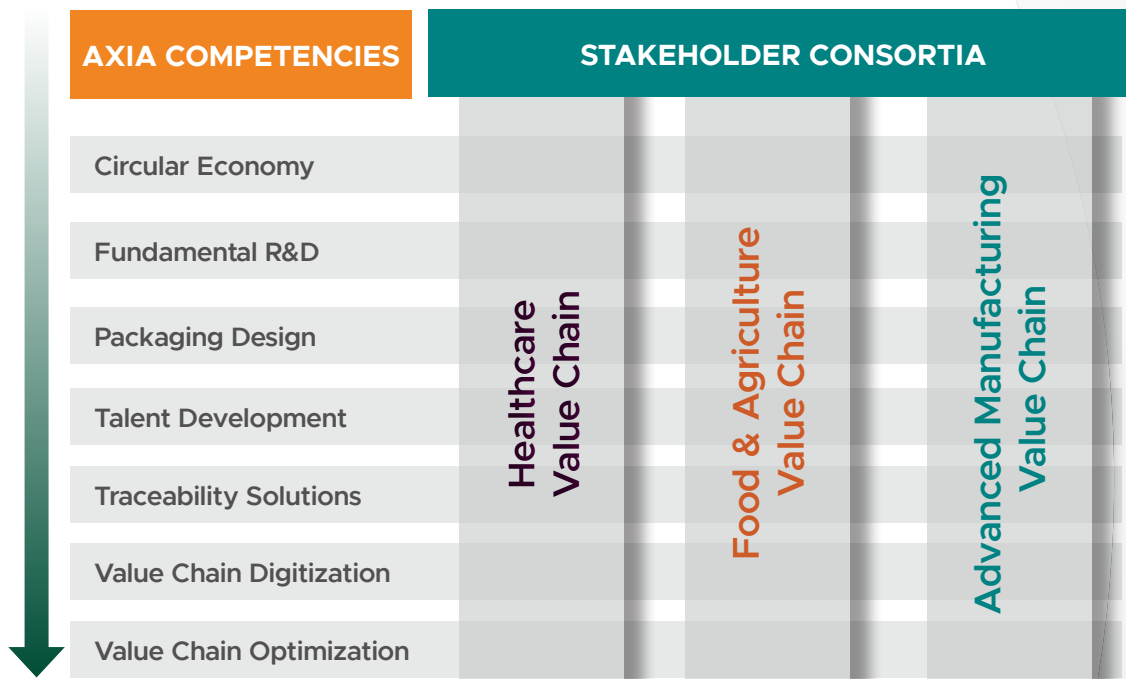
OPERATING MODEL

# Center of Excellence

The Axia Institute has a broad portfolio of competencies to look holistically at the entire value chain and focus on delivering products or services to the end customer as efficiently as possible. Axia also leverages the expertise of nationally recognized faculty and top-ranked academic programs at MSU to deliver high-value, end-to-end value chain solutions.

Our position is strengthened by three industry-aligned consortia with stakeholders throughout the value chain identifying challenges and research priorities.

## RESEARCH AREAS OF FOCUS



## Achieving Global Interoperability



Axia is a neutral third party that builds collaboration within industry to find the best solutions. Axia embraces open standards and global interoperability to achieve supply chain transparency.

In a fast-changing world, Axia and its members advance standards development and protocols by providing regulatory agencies and organizations with research-based insights on new and emerging applications and technologies.

# Axia Services



## AXIA LAB



- RFID Lab\*
- RFID Packaging Lab
- RFID Pallet Wrapper & Food Storage Lab
- Byproduct Valorization Lab

\* Axia's RFID Lab is Accredited by the ANSI National Accreditation Board (ANAB) to ISO/IEC 17025:2017 in the field of testing.



## DYNAMIC CONSULTATION

- End-to-End Supply Chain Expertise
- Digital Tool and IoT Expertise
- Packaging Design
- Process Optimization Expertise
- RFID Antenna Expertise

## Partnerships for Impact

The Axia Institute brings corporations and industry influencers together to collectively resolve challenges that are too difficult to solve alone. Axia is a member-driven organization which aligns members to industry-specific consortia: Pharmaceutical, Food & Agriculture, and Advanced Manufacturing. The consortia explore shared value chain challenges, shape research priorities, and define innovative solutions for value chain optimization.

## Become a Member: Membership Levels

**SMALL COMPANY**  
(<\$10 million sales)  
Annual Membership Fee \$5,000

**MEDIUM COMPANY**  
(\$10 million - \$1 billion sales)  
Annual Membership Fee \$15,000

**LARGE COMPANY**  
(>\$1 billion sales)  
Annual Membership Fee \$30,000

## FOUNDING PARTNERS

Axia was founded by MSU in 2013 with generous support from:



ROLLIN M. GERSTACKER FOUNDATION

THE CHARLES J. STOSACKER FOUNDATION

## CURRENT MEMBERS

Companies interested in solving some of the world's greatest value chain challenges are members of The Axia Institute.

Scan the QR code to see Axia's current members:



The Axia Institute:  
Delivering Value Chain Solutions®  
MICHIGAN STATE UNIVERSITY

1910 W. St. Andrews Road  
Midland, Michigan 48640

✉ [axiainstitute@msu.edu](mailto:axiainstitute@msu.edu)  
☎ (989) 423-2046

[axiainstitute.msu.edu](http://axiainstitute.msu.edu)  
Connect: