



PROTECTIVE PACKAGING DEVELOPED FOR A GLOBAL BRAND OF BABYCARE PRODUCTS

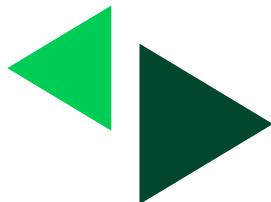


**BIZ
ON
GO**

***“It is very satisfying
to take a problem
we thought was
difficult and find a
simple solution. The
best solutions are
always simple.***



The Packaging Challenge



Packaging has two main functions. The first is to protect the product it contains and the second is its role in expressing an organization's brand story. Here, the challenge was in achieving the former for one of their products.

The Organization was facing a peculiar problem with the latest packaging design for their baby shampoo. The bottle comes with a pump for convenient dispensing and usage of shampoo. In their testing of the new design, it soon became evident that the bottle was getting damaged at the neck due to breakage of the pump. Not only would this compromise the product contained in the bottle but it would also negatively impact the brand image.

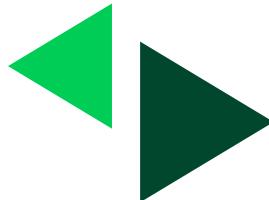
Solving this design limitation required changes to the bottle pump design, an exercise that would be time and resource intensive. That's where the discussion for a simpler yet elegant solution started.



The major problem here was that the bottle was getting damaged at the neck due to breakage of the pump.



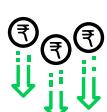
Solution for Bottle Pump Damage



Once we started addressing this problem the most obvious solution was to develop a product that can provide cushioning around the bottleneck. Foams are a commonly used cushioning product and that's where the usage of various kinds of foams started. The aesthetics of the bottle also became crucial while designing the protective piece. We wanted to design something that would complement the bottle design and retain its charm.

Protection along with aesthetics resulted in the following cushioning product developed using Cross Link PE Foam.

Benefits of the Solution



Low Implementation Cost

Due to the nature of the material and its market price, the cost to implement the solution is low.



Time to Market is Short

With the simple yet elegant design of the cushioning product, the time to get the solution to market was short.



Redesigning Effort Eliminated

The protective element added to the bottle eliminated the need to redesign the existing pump, saving time and resources.



Scalable Across Locations

The simplicity of the design and easy availability of required material enables the product design to be replicated across locations.

The solution that was first designed specifically for the E-commerce space is now used across retail stores in India.



Thank You

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with Innovative Packaging Solutions**

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