

PACK ATTACK INNOVATIVE PACKAGING DESIGN WORKSHOP

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“As a fence pole is standing solid, we should try to make the packaging “standing” on the shelf as well” Irina, Louise and Jessica said. We were discussing with Bruno Jerez, Rosa Romualdo and Elvis Torres the way we can improve the packaging for PostFix, one of the innovative two-component products Sika introduced this year. “We have also some Ideas how to make the application easier and maybe even safer.” Two packaging students from the Beuth University for applied science in Berlin and one student for packaging science from the Clemson University, SC were presenting some initial Ideas on how to differentiate our self from our competition through an innovative and distinctive packaging design. “We like to disrupt the look in the market and not just be another ‘me too’ on the shelf,” Bruno explains.



“People should be attracted to grab our product in a Home Depot or Lowes store. We can become a market leader through a different packaging technology.”

The workshop was initiated through Professor Stefan Junge, well known within Sika. Before he became professor for packaging technology in Berlin, Stefan has developed several years packaging for Sika on a corporate level in Switzerland. He also made the contact to Professor Andrew Hurlley from the Sonoco Institute of Packaging Design and Graphics on the Clemson University campus; A state of the art facility to drive research and development in cooperation with industry partners on cutting edge design and production equipment. Both were excited as we introduced the Idea to work with students on a project to design and improve packaging for our professional consumer oriented Target Market RSB-Residential.

The project was kicked off in Lyndhurst over three days beginning of November, where Irina Zender, Louise Berninger and Jessica Martin were introduced to our products and sales approach in the big box stores Home Depot and Lowes. In R&D the students had the opportunity to apply PostFix using our pouch of today. Dave Mueller and Mohamed Cader also intro-



duced them to our newest product idea of a two-component liquid mortar to patch walls and repair concrete cracks in walk and driveways. Here we are looking for an “easy to use” application where the packaging becomes an essential part of the concept. With the support of the faculties and together with Elvis and Rosa the students will be working to create not only a unique packaging idea, but also a concept which can be practically introduced into our facilities at competitive cost. We all agree that we can call this project a success if we can bring the product with the new packaging onto the store shelf and start selling the product. We will keep you posted on the development and most likely we will have some initial results at the end of this year.