



# **RAPID-PACK 2003**

**Sheraton Frankfurt Hotel  
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## **“THE PERFECT PACK”**

**How to quickly reach a target combining  
pragmatism and creativity”**

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# INDEX

- ✓ **Who is IDEALPACK?**
- ✓ **What does really the consumer demand to packaging?**
- ✓ **Some key packaging challenges!**
- ✓ **Our belief**
- ✓ **Our answer : Ideal Dose, Ideal Jet-Pump, Ideal Flex-box**
- ✓ **IDEALCLIP case history**

# WHO IS IDEALPACK ?

- **Idealpack** is an “out of the box” thinking company, specialized in the research, creation and development of **INNOVATIVE PACKAGING SOLUTIONS** for the end-use market.
- **Idealpack** goal is to bring attractiveness, originality and functionality to the packages in order to identify the right product in the marketplace.
- **Idealpack** is mainly focused on “**STRUCTURAL PACKAGING**” market needs.

# WHAT DOES THE CONSUMER DEMAND TO PACKAGING?

- **Esthetic needs**: to recognize the product and its own characteristics like quality, safety and freshness.
- **Functionality**: to improve the product use; the product must be easier to open, easier to storage and to handle.

Lifestyles and habits are quickly changes (more singles, more women working, less cooking time, elderly population...) and so are the consumers' needs: **good functionality** becomes a “**Key**” requirement for a “perfect packaging”.

However on the marketplace, there are still few packages “properly” fitting the consumer expectations!

# SOME EXAMPLES OF “INADEQUATE PACKAGES”

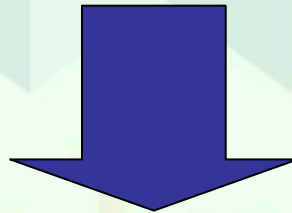
- **BREAD** (difficult to open, to close, to pull out, to preserve)
- **BISCUITS** (difficult to open/reclose, to keep the original taste)
- **CEREAL** (lack of reclosability, to keep freshness)
- **PET FOOD** (lack of reclosability, dosability and elimination of bad odours)
- **SUGAR/SALT** (lack of reclosability, dosability and easy to break)
- **DETERGENT POWDER** (difficult to open, lack of reclosability, and dosability)

# **SOME KEY PACKAGING CHALLENGES!**

- 1. Easy dosing**
- 2. Easy opening**
- 3. Easy reclosability (air-tight when closed)**
- 4. Reselable to keep contents fresh**
- 5. Reusable**
- 6. Easy handling /carrying**
- 7. Easier to storage**
- 8. Easier to read**

# OUR BELIEF

We believe that there is still a big discrepancy between **WHAT** the Industry produce (their main target is keeping low costs) and **WHAT** the consumer really demand and is ready to pay!



So today and even more in the future, we have got to figure out, as developer of innovative packaging ideas and solutions, which will be the “Ideal Pack” that can combine the **BEAUTY** with the **PRACTICALITY!**

# OUR ANSWER

- **IDEAL DOSE**
- **IDEAL JET-PUMP**
- **IDEAL FLEX-BOX**
- **IDEALCLIP (the case history)**



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THE CREATIVE PACKAGING



# IDEAL DOSE

- ✓ **IDEAL DOSE** is an innovative solution which allows to dose perfectly any kind of granular food and no-food products
- ✓ It consists in an shaped insert allocated inside of the original container that allows to dose exactly a certain quantity of the product.



# IDEAL DOSE Pros

1. **Easy dosing**
2. **Easy opening**
3. **Easy reclosability (air-tight when closed)**
4. **Reselable to keep contents fresh**
5. **Reusable**
6. **Easy handling /carrying**
7. **Easier to storage**
8. **Easier to read**

# IDEAL JET-PUMP

- **IDEAL JET-PUMP** is a revolutionary system, world-wide patented, which allows to easily pump out continuously liquids of any density without the use of gas as propellant.
- It can be used whether for liquids like soft-drinks, tomato sauces, condiments, whipped cream, honey, mousse, chocolate or for non-food liquids like soap, detergent, cosmetic creams etc.



# IDEAL JET-PUMP Pros

1. **Easy dosing**
2. **Easy opening**
3. **Easy reclosability (air-tight when closed)**
4. **Reselable to keep contents fresh**
5. **Reusable**
6. **Easy handling /carrying**
7. **Easier to storage**
8. **Easier to read**

# IDEAL FLEX-BOX

- ✓ **IDEAL FLEX-BOX** is a new system to pack solid fresh food products of various shapes in a very simple and convenient way.
- ✓ It consists in forming a flat flexible multilayers material (pre-printed) pre-shaped, folded and cutted, ready to be easily inserted in a small table machine, which can pack any type of fresh product with the minimum effort



PACKAGING

# IDEAL FLEX-BOX Pros

1. **Easy dosing**
2. **Easy opening**
3. **Easy reclosability (air-tight when closed)**
4. **Reselable to keep contents fresh**
5. **Reusable**
6. **Easy handling /carrying**
7. **Easier to storage**
8. **Easier to read**

# IDEALCLIP\*: the case history

- The challenge
- The methodology : the “Blue Sky” approach
- The Market Survey on reclosable systems
- Conclusions

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THE CREATIVE PACKAGING

\*This case has been developed thanks to the contribution of one of our main customer who has asked to not be mentioned by name.



# THE CHALLENGE:

FIND OUT A NEW RECLOSABLE SYSTEM FOR FLEX PACKS





# THE METHODOLOGY

## TRADITIONAL APPROACH

Market Research

Data  
Over-flow

Development of a  
new solution

Lack of originality

**SLOW PROCESS**

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## BLUE SKY APPROACH

Intuition

(What an Idea!)

Industrialisation

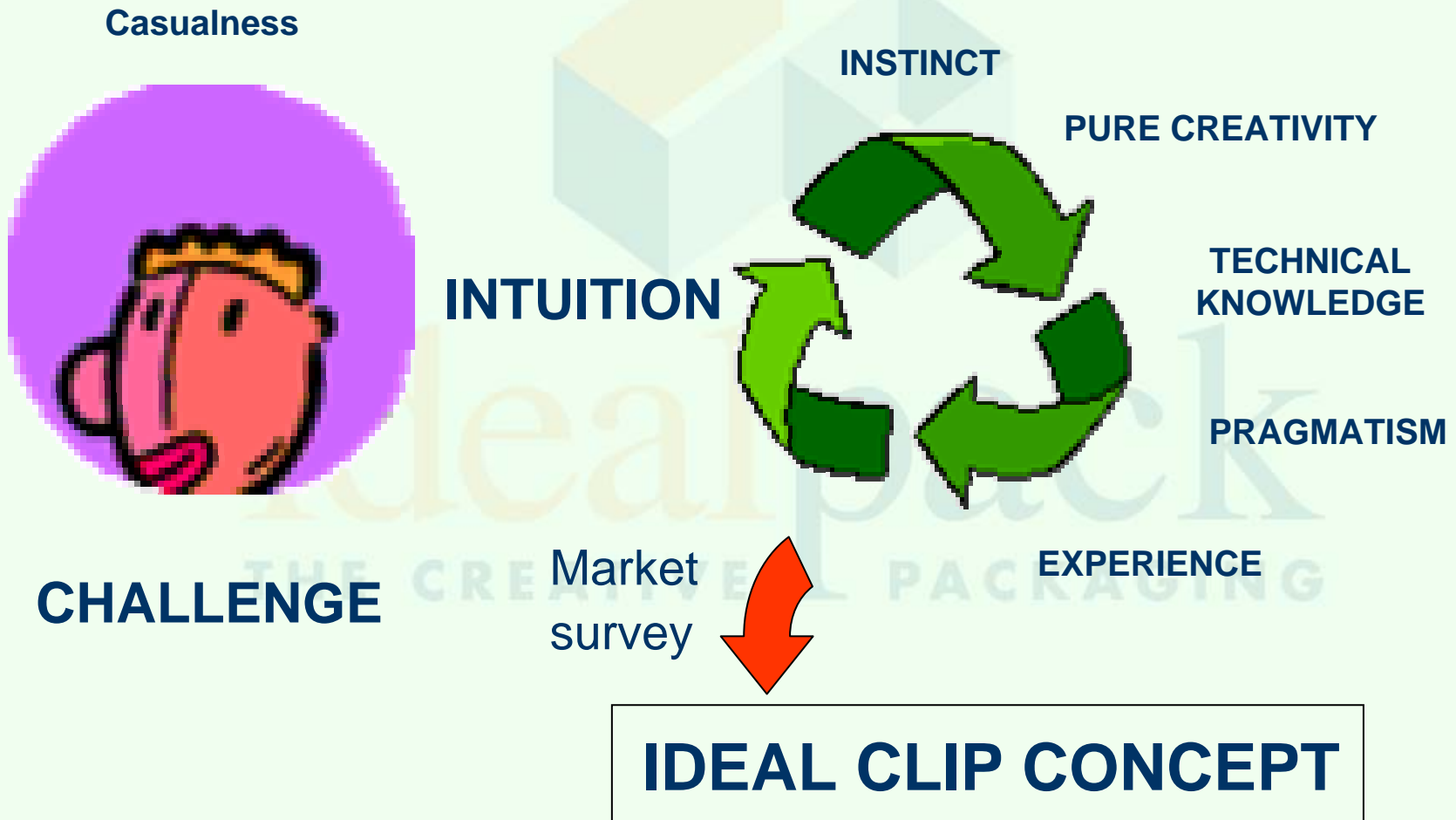
Market survey

Verification

**RAPID PROCESS**

# “BLUE SKY APPROACH”

## What an Idea!!



# THE MARKET SURVEY

- Focus group of 50 people divided in two groups
- Profile of the group: one group of “expert consumers” and one group of “traditional consumers”
- Analysis of the use of some existing flexible reclosable systems for flexible packaging: label tape, metal strip, elastic, zipper systems and clips
- Categories of products investigated : Biscuits, Corn flakes, Pasta, Snacks, Rice, Candies, Soft bread, Sugar, Parmesan, Pet-food, Nuts, Olive
- Target: find out how they make use of them and which is their preferred solution

# LABEL TAPE

## PROS

- Easy to open
- Practical
- Good handleability

## CONS

- Not reusable
- Seal well only the first time
- Difficult to take off
- Works only on plastic
- Get easily dirty



**Label Tape**

# METAL STRIP

## PROS

- Easy to adapt to the pack
- Reusability
- Works!

## CONS

- Dangerous
- Easy to lose
- Difficult to open
- Too short!
- Works well when the pack is empty



WIDE STRIP

NARROW STRIP

# ELASTIC

## PROS

- Practical
- Hermetic
- Reusable

## CONS

- Difficult to take off when tight
- Easy to break
- Easy to lose
- Not hygienic
- Not easy to use in case of thick material



# ZIPPER STRIPPER

## PROS

- Integrated to the pack
- Practical
- Hygienic
- Secure
- Hermetic



## CONS

- Not visible
- Not easy to reclose perfectly
- Not reusable





# CLIPS

## PROS

- Reusable!
- Practical
- Never breaks!
- Works on any material/pack



## CONS

- You must buy apart
- No perfect air-tight





# MARKET SURVEY: CONCLUSIONS

- ✓ The study has confirmed that there is a lack of reclosing solutions
- ✓ The zipper system has resulted to be the best among the others systems mentioned, mainly because is “integrated to the pack”
- ✓ All listed systems are not completely satisfying and the panel claimed the need of a new application/solution which should have the following requirements:
  - easy to use (practical) and to store
  - easy to adapt when the pack is getting empty
  - be integrated to the pack,
  - easy to understand and visible
  - can keep the product fresh as longer as possible

In the following table we have summarized the results of the survey.

# COMPARISON BETWEEN DIFFERENT RECLOSABLE SYSTEMS

ATTRIBUTES	Label Tape	Metal strip	Elastic	Zipper	Clips
Handleability	++	-	+	+++	++
Reusability	---	+	+	-	+++
Adaptability to the product	+	++	+++	-	++
Durability	---	+	-	++	+++
Cost x unit	++	+	+++	=	---
In-line application cost	+++	+	n.a	-	n.a
Material applicability	-	+	++	-	+++
Shelf-life (Freshness)	--	-	+	++	+
Hygiene	-	-	-	+++	++
Final Result	=	-	+	++	+

+++ Best --- Worst

# IDEALCLIP

- **IDEALCLIP** is a patented new reclosable solution for flexible packs .
- **IDEALCLIP** consists in a plastic clip that can be easily applied in-line to all types of pre-made packs, independently by their size, shape and material utilized.
- **IDEALCLIP** is not sealed on the pack and it works like an “external Zipper”, with the additional advantage that can be reused many times also for closing any other kind of flex packs.



# IDEALCLIP Pros

**The main advantages of IDEALCLIP are :**

- It's simple to use and to handle
- It's reusable many times and easy to disposal
- It guarantees a perfect air-tight and improves the shelf life of the product once the pack is opened
- It works for any kind of flex packs (up to 2 kg weight) which contain solids, powders and liquids
- It eliminates the empty space of the pack, improving the appeal both on the point of sale and in the kitchen cabinet.
- It's easily applicable on pre-made packs without sealing it
- It's easy to produce in different sizes and colours

# COMPARISON BETWEEN THE RECLOSABLE SYSTEMS AND IDEALCLIP

	Label Tape	Metal strip	Elastic	Zipper	Clips	Idealclip
Handleability	++	-	+	+++	++	++
Reusability	---	+	+	-	+++	+++
Adaptability to the product	+	++	+++	-	++	+++
Durability	---	+	-	++	+++	+++
Cost x unit	++	+	+++	+	---	-
In-line application	+++	+	n.a	-	n.a	++
Material Applicability	-	+	+++	-	+++	+++
Shelf-life (Freshness)	--	-	+	++	+	+++
Hygiene	-	-	-	+++	++	+++
Final Result	=	-	+	++	+	+++

# WHICH WILL BE THE “IDEAL PACK” OF THE FUTURE?



Improving the existing ones and/or creating new solutions being more **INTUITIVE** , more **CREATIVE** , more **RAPID** and **PRAGMATIC** as you see in the next video!