RAPID-PACK 2003
Sheraton Frankfurt Hotel
15-16 September 2003

“THE PERFECT PACK”
How to quickly reach a target combining pragmatism and creativity

Speaker: Giulio Ghisolfi – General Manager IDEALPACK Srl – Italy
www.idealpack.it
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. Resealable 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
- IDEAL CLIP (the case history)
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. Resealable 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 easy pump out countinously liquids of any density without the using of gas as propellent.

- It can be used whether for liquids like soft-drinks, tomato sauces, condiments, whipped cream, honey, mousse, chocolate or for no-food liquids like soap, detergent, cosmetic creams ect.
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.
IDEAL FLEX-BOX Pros

1. Easy dosing
2. Easy opening
3. Easy reclosability (air-tight when closed)
4. Resealable 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

*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

BLUE SKY APPROACH
- Intuition
- (What an Idea!)
- Industrialisation
- Verification
- RAPID PROCESS

VERIFICATION

THINKING
“BLUE SKY APPROACH”
What an Idea!!

CHALLENGE
Casualness

INTUITION

Market survey

IDEAL CLIP CONCEPT
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
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
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
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

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Label Tape</th>
<th>Metal Strip</th>
<th>Elastic</th>
<th>Zipper</th>
<th>Clips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handleability</td>
<td>++</td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>++</td>
</tr>
<tr>
<td>Reusability</td>
<td>---</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>+++</td>
</tr>
<tr>
<td>Adaptability to the product</td>
<td>+</td>
<td>++</td>
<td>+++</td>
<td>-</td>
<td>++</td>
</tr>
<tr>
<td>Durability</td>
<td>---</td>
<td>+</td>
<td>-</td>
<td>++</td>
<td>+++</td>
</tr>
<tr>
<td>Cost x unit</td>
<td>++</td>
<td>+</td>
<td>+++</td>
<td>=</td>
<td>---</td>
</tr>
<tr>
<td>In-line application cost</td>
<td>+++</td>
<td>+</td>
<td>n.a</td>
<td>-</td>
<td>n.a</td>
</tr>
<tr>
<td>Material applicability</td>
<td>-</td>
<td>+</td>
<td>++</td>
<td>-</td>
<td>+++</td>
</tr>
<tr>
<td>Shelf-life (Freshness)</td>
<td>--</td>
<td>-</td>
<td>+</td>
<td>++</td>
<td>+</td>
</tr>
<tr>
<td>Hygiene</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+++</td>
<td>++</td>
</tr>
<tr>
<td>Final Result</td>
<td>=</td>
<td>-</td>
<td>+</td>
<td>++</td>
<td>+</td>
</tr>
</tbody>
</table>

+++ 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

<table>
<thead>
<tr>
<th></th>
<th>Label Tape</th>
<th>Metal strip</th>
<th>Elastic</th>
<th>Zipper</th>
<th>Clips</th>
<th>Idealclip</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Handleability</strong></td>
<td>++</td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>++</td>
<td>++</td>
</tr>
<tr>
<td><strong>Reusability</strong></td>
<td>---</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>+++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Adaptability to the product</strong></td>
<td>+</td>
<td>++</td>
<td>+++</td>
<td>-</td>
<td>++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Durability</strong></td>
<td>---</td>
<td>+</td>
<td>-</td>
<td>++</td>
<td>+++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Cost x unit</strong></td>
<td>++</td>
<td>+</td>
<td>+++</td>
<td>+</td>
<td>---</td>
<td>-</td>
</tr>
<tr>
<td><strong>In-line application</strong></td>
<td>+++</td>
<td>+</td>
<td>n.a</td>
<td>-</td>
<td>n.a</td>
<td>++</td>
</tr>
<tr>
<td><strong>Material Applicability</strong></td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>-</td>
<td>+++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Shelf-life (Freshness)</strong></td>
<td>--</td>
<td>-</td>
<td>+</td>
<td>++</td>
<td>+</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Hygiene</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+++</td>
<td>++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>Final Result</strong></td>
<td>=</td>
<td>-</td>
<td>+</td>
<td>++</td>
<td>+</td>
<td>+++</td>
</tr>
</tbody>
</table>
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!