

## CASE STUDY **5**

### Function Optimisation

#### INITIAL SITUATION

Our customer currently uses an oval shaped competitive packaging with a distinctive tamper-evident seal for its instant soups. The appearance (self-adhesive labels) and sealing properties are not satisfactory. Two distinct lids are used for hot and cold filling.

#### TASK SETTING

Completely redesign the packaging using distinctive design to improve visibility of the product. Enhance the appearance of the packaging using IML technology. Simplify material planning and manufacturing flow by using a single lid for both hot and cold filling. Alterations to our customer's filling system was not an option.

#### REALISATION

The oval base form of the packaging was maintained in order to avoid any retro-fitting of the filling system. The bodies of the containers, however, were equipped with recessed grips for better handling and enhanced recognition.

#### INDUSTRY

Manufacturers of instant soups

#### STRATEGY/REASON

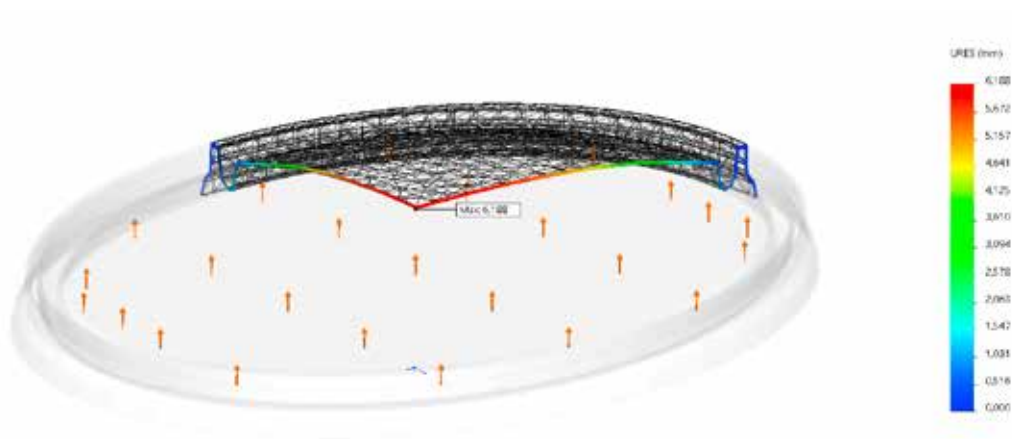
Enhanced appearance and sealing properties



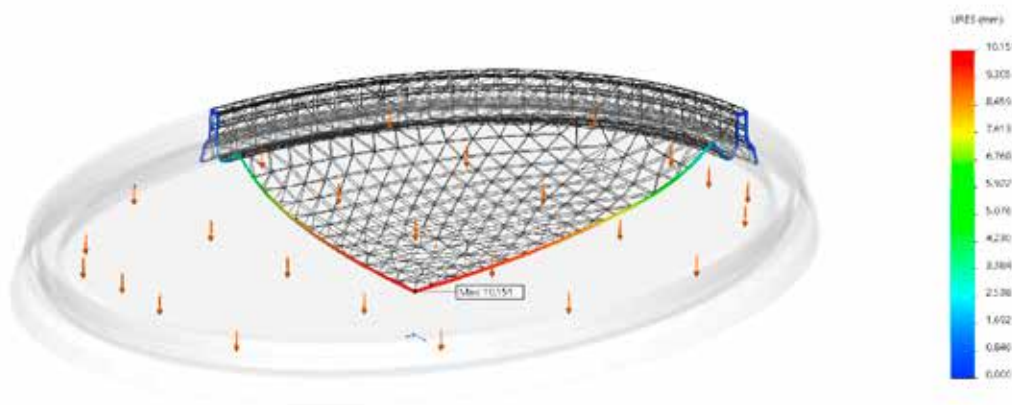
### REALISATION

The complete tamper-proof seal and corresponding cover design were newly developed to cover the broad range of the processing temperatures of the soups. Both the tight fit and the sealing properties of the lid were optimised step by step using sample tools in order to achieve maximum seal on the one hand and a valve function against overpressure on the other.

The adhesive labels were replaced with full-surface banderole labels. By utilising a transparent film together with special reverse printing technology, a high-gloss finish with equally high scratch and abrasion resistance were achieved.



1 Simulation of lid curvature during hot filling



2 Simulation of lid indenting during cooling process

## RESULT

This packaging is of a significantly higher quality than its predecessor. Its sealing properties were clearly considerably improved. It was possible to replace the two different lids for hot and cold filling by a universal one without compromising their functionality.





## CUSTOMER BENEFIT

Sales figures have increased significantly due to the product's distinctive appearance at the POS. Consumer satisfaction has also been enhanced due to the improved seal and easier handling of the new packaging.

Utilisation of a universal lid for the entire area of application has simplified both material planning and manufacturing. Productivity rates have also increased considerably at the filling plant by removal of the need for self-adhesive labels.

## RESULT

Improvements in

-  **sealing properties of the lid**
-  **sales figures**
-  **consumer satisfaction**
-  **productivity**