CEEI VALENCIA
CENTROS EUROPEOS DE EMPRESAS INNOVADORAS

Company: Choví, S.L.

yoEmprendo

FORMULATION OF SPECIFIC CHALLENGES

CHALLENGE

OPTIMIZATION OF THE NEW PACKAGING DESIGN PROCESS

SUMMARY

DESIGNING A NEW PACKAGING

The usual process of developing a new container is to create a prototype from a briefing of the department of (commercial, MK or R&D), because we have seen it in the competition, because we want to differentiate ourselves, because we want it to be more visible in the linear ...

From this brief on, the purchasing department develops a model with the supplier on duty and this supplier provides us with a model in 3d or in resin, the design is usually evaluated but it is not validated much further, if it is a container that more or less The less we understand that it works in our machines, tools are made and we move on.

To make a container sometimes the investment in molds is usually € 500,000 approx, sometimes a smaller one is made to carry out industrial tests and in most of the times the container is finished.

This can be a problem if we look at the entire value chain of the product:

Is the container efficient in the production line? What investment must be made in the line and if we changed the prototype something, we could avoid the investment?

Is the container efficient in the amount of material? Does the supplier propose a container with 20 grams (eg), is it adequate, can it be optimized?

Does the packaging have to be grouped in a box? How many do I want to group? What will the box be like? If the container were 1 ml narrower, could the box be more efficient for us? and in the linear?

Will the box be efficient on the pallet? do we optimize the pallet properly? with a different box we would have optimized the layer of the pallet mosaic and the height?

Many of these questions remain to be answered at the time of investment decision, and this is why this challenge arises

HOW CAN WE DO IT?

How could we better design a new exclusive (non-standard) container that meets both MK objectives, machine efficiency, logistics efficiency, and environmental efficiency in an industrial company like ours.

CHALLENGE TYPE

P **M** **T** **M** **S** **O**

RESTRICTIONS

Acceptance of proposals in initial phases (ideas and low resolution prototypes) Ability to do a pilot at the Benifaio plant