

Open Innovation Expert Talks to “A Better Way”

NORTHBOROUGH, MA, October 24, 2012 – Perimeter Brand Packaging President and Open Innovation expert Steve Callahan opened the second day of educational sessions at the Packaging Design Conference. The conference, held at Chicago’s The Field Museum on September 25-26, was launched this year and brought together top industry designers and packaging innovators to focus on translating design concepts into manufacturing solutions.

“I worked for 15 years in the fee-for-service design business. I came to realize that we did some great design and development work, and made a lot of great products but we lost where they went,” said Callahan. “We [at Perimeter] have been doing Open Innovation for a long time. Perimeter works on design and development, but we don’t get paid until the product is successful in the market because we see it right through to the end.

Titled “Open Innovation: From Engagement to Commercialization”, Callahan’s session focused on Open Innovation in the marketplace and how CPGs can succeed by leveraging these opportunities. He used familiar situations, like comparing congested traffic tolls to the revolutionary E-Z Pass, to build upon the concept of pursuing “a better way”.



Steve Callahan, President of Perimeter Brand Packaging, speaking on Open Innovation at the 2012 Packaging Design Conference

He expanded on the concept of Open Innovation and how, historically, Open Innovation is thought to be relevant only in the beginning ideation portion of a product lifecycle. The future of Open Innovation, he says, lies with companies who are able to provide more than just a good idea; that they can provide throughout the Innovation process, from ideation to development to production to market launch.

“It’s not just making up products. We have to make sure that they are vetted out through a process with consumers. I am positive there would be no Q-tip travel case in the marketplace if we didn’t have the ability to design it, develop it, get it to tooling, show a proven product and deliver on it,” said Callahan referring to Perimeter’s ten year Open Innovation success story of the Q-tip travel case.

Callahan ended his session sharing five things that he has learned about companies where Open Innovation is successful: 1. they have not only top-level, but also mid-level commitment to Open Innovation, 2. they have a process to find, capture and commercialize ideas, 3. they have clear metrics and incentives, 4. they leverage innovators with deeper capabilities, and 5. they have a mindset ruled by logic, not legal.

“Open Innovation is a better way. It’s a better way to get new products in the market,” said Callahan. “I’m convinced that [companies] who can adopt this practice will have a better way forward in the world of Open Innovation.”

A video of the presentation is available online at www.youtube.com/user/PerimeterPackaging. Callahan will be speaking and attending multiple packaging conferences this year. To arrange a meeting or learn more visit www.perimeterbp.com.

ABOUT PERIMETER BRAND PACKAGING:

Perimeter Brand Packaging is an Open Innovation partner to leading Consumer Packaged Goods (CPG) companies. Perimeter complements their customers’ innovation goals by delivering superior, market-ready packaging – driven by consumer validation. As a Nypro company located in Northborough, MA, they leverage best in class manufacturing capabilities to deliver these finished solutions to customers around the globe.

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