

Perimeter Strengthens Consumer Validation Capabilities with Consumer Insights, Sr. Manager

NORTHBOROUGH, MA, August 22, 2012 – Perimeter Brand Packaging is pleased to announce the appointment of Christian Lavoie to the position of Senior Manager, Consumer Insights. This position is central to the company’s market-ready packaging approach to identifying pain points and creating new solutions driven by consumer validation.

“We are thrilled to have Christian on board,” said Steve Callahan, President of Perimeter Brand Packaging. “We know that staying connected to the consumer is absolutely critical to our ongoing success. Constant consumer engagement is what drives our packaging pipeline. Building our Consumer Insights team is taking Perimeter to a whole new level in terms of getting actionable feedback and turning those insights superior packaging products.”

Perimeter’s approach to being an Open Innovation partner to CPG companies is to connect with consumers, customize the core innovation to align with the brand, and, as a Nypro company, deliver the final package globally. The basis of Perimeter’s approach is to provide solutions with a foundation of consumer validation.

Lavoie is a 20 year marketing research veteran, joining Perimeter from Dannon, Inc. As the Senior Manager of Strategy and Insights for Dannon, Inc., he led their consumer insights strategic planning on innovation development, brand positioning and advertising, in-market success management and shopper insight initiatives. He has worked with many CPG companies. Two of his main clients have been Unilever and Nabisco. Prior to his time at Dannon, Inc, he worked for Synovate, Inc. and the NPD Group, Inc.



Christian Lavoie is the new Consumer Insights, Sr. Manager at Perimeter Brand Packaging

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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