

Perimeter Hosts Hands-On Workshop for Packaging Professionals

NORTHBOROUGH, MA, December 10, 2012 – Perimeter Brand Packaging hosted a hands-on workshop for the Institute of Packaging Professionals (IOPP) New England Chapter on November 29, 2012. The workshop, titled “Addressing Consumer Needs in the Fuzzy Front End”, was held at Perimeter’s headquarters in Northborough, MA.

The event was designed to expose technical packaging professionals to the beginning stages of product development, also known as the fuzzy front end. Perimeter specializes in bringing new products to market and organized the workshop around the world of consumer insights and packaging concept generation based off of consumer behavior.

“The workshop exposed our members to important techniques used to develop innovative packaging concepts that will serve the needs of the consumer,” said IOPP New England Chapter President Eric Cunningham. “It was exciting for our members to get to work on the creative side of the packaging process for one evening.”



The workshop ended with teams presenting their packaging solutions to a consumer panel, who voted on a winner.

The foundation of the hands-on workshop was led by Perimeter’s Sr. Consumer Insights Manager Christian Lavoie, a 20 year marketing research veteran, to teach IOPP members the basic structure surrounding research methods used to gather consumer insights during new product development. To best illustrate the working process for the front end of innovation, Perimeter created a fictional case study for the workshop attendees.



The workshop then split into teams to learn about and attempt concept generation and rapid prototyping to solve consumer pain points. Each team had one hour to create a prototype for a specific consumer segment in the selected field. The night ended with the teams presenting their end-solution to a panel of real-life consumers, who voted for their favorite solution.

“We enjoy sharing our insights as we develop consumer-validated packaging. We too can learn a lot from others in our industry,” said Steve Callahan, president of Perimeter Brand Packaging. “Meeting and working with fellow packaging professionals through the IOPP has been a great experience for us.”

ABOUT PERIMETER BRAND PACKAGING:

Perimeter Brand Packaging is an Open Innovation partner to leading Consumer Packaged Goods (CPG) companies. Perimeter complements customers’ innovation goals by delivering superior, market-ready packaging - driven by consumer validation. As a Nypro company, Perimeter leverages best in class manufacturing capabilities to deliver these finished solutions to customers around the globe. To learn more, visit perimeterbp.com.

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