

Perimeter Brand Packaging Changing Open Innovation Paradigm with Market-Ready Solutions

NORTHBOROUGH, MA, August 24, 2012 – Perimeter Brand Packaging has announced a series of initiatives to bring a new approach to Open Innovation that provides Consumer Packaged Goods (CPG) brands and R&D teams with increased speed-to-volume. The company, formerly known as Union Street Brand Packaging, now offers CPG companies packaging solutions with proven consumer utility and technical feasibility.

“We found CPG brands embracing Open Innovation but struggling with speed-to-volume in design and product delivery,” said Steve Callahan, President of Perimeter Brand Packaging.

Brand owners work with Perimeter to customize a solution that aligns with the company’s three packaging platforms: Easy Dosing and Dispensing, Maintaining Freshness and On the Go packaging. As a Nypro company, Perimeter is able to deliver finished solutions globally.

Perimeter recently launched a new website detailing its packaging solutions portfolio and unique approach to working with CPG companies. The company also announced the appointment of Christian Lavoie to lead the Perimeter consumer insights team. Lavoie brings 20 years of market and consumer research experience, including NPD and Dannon, Inc. Perimeter’s market-ready Open Innovation approach is based on consumer research to identify unmet needs and to validate packaging solutions.



Freehand provides measure as you pour technology and eliminates the need for a measuring cup.

“Our goal is to deliver packaging that differentiates CPG brands at point of sale and provides brilliant usability at home,” said Callahan, pointing to the Freehand measure-as-you-pour technology that eliminates the need for a measuring cup and allows for on-shelf differentiation.

More than half, 56.8%, of retail respondents to a recent survey by Supermarket News cited product innovation as a key tactic for driving growth. With demand for innovation at an all-time high, speed-to-volume becomes imperative.

Callahan noted another critical difference in his firm’s approach, “Like our customers, we don’t get paid until the product sells.”

Callahan will be speaking and attending numerous packaging conferences this fall, including the Package Design and Packaging that Sells conferences in Chicago. To arrange a meeting or learn more visit <http://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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