



New Packaging development.

INNOVATION - is the conversion of knowledge and ideas into a benefit, the benefit may be new or improved products, processes or services.

New products are being developed all the time and each and every one of us wants that "wow" factor when we and others view it.

How that is achieved and the desired end result differs with each of us, but at Trenton Box we have a tried and trusted formula borne out of many years of NPD work created with a variety of customers from different market sectors and with different needs.

Each of these requires something that may be peculiar to that sector, but understanding it gives us a database of information that we can utilise across markets where needed.

We establish the customer's vision of what the pack should look and feel like. Then we look at the product and it's properties:

Physical: is it chilled, frozen or require barriers for any potential migrating oils?

Processing: Will the pack be hand or machine packed, if machine what machine, what styles can we use to optimise speed.

Footprint: Is the shelf space or application area critical and if so what are the boundaries and how can we optimise client selection?

If creative design is required we have a team of dedicated professionals that will look at what is required and come up with ideas in 3D and samples to ensure that original vision is achieved.

It is a constantly evolving technique and considering we have grown significantly over the last 3 years with the significant growth area being NPD, companies trust that when they give us their product it will be treated in the right way ending up with the right result.

Innovation in this guise can take the form of a 3D image, or physical products to handle and consider physical suitability. These can be printed with corporate logos or brands, or design style as required. They can be supplied in blank singles or a full blown trial from cad cutting or trial dies. These can then be packed with product and transit trialled to ensure product security.

For your major presentation we can either mock up for instance a fridge cabinet with the full range of products in as a 3D computer generation, or even as a full physical production of the range giving the real look to the fridge cabinet display.

Whatever your identified New Product Development need or even semi evolved thoughts, we can convert these into a fantastic tailored offering to "wow" those customers.

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