

## The development of a display packaging for the craft beer of Brouwersnös

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The topic of the assignment is developing and making a secondary and tertiary display packaging of the craft beer of Brouwersnös.

The startup Brouwersnös is producing specialty beers which all have their own story. The beer is brewed in Villa Adriana, located in Groenlo. The company uses various sales channels: the brewery itself, specialized stores, local events and touristic spots. Evidently most important are excellent sales figures. Consumers should feel tempted to buy the beer because it stands out and it appeals to them. That is why Brouwersnös wants a student's help to develop a display packaging which can be used at all retail stores.

The main purpose of this bachelor assignment is therefore: "The making of a secondary and tertiary packaging for the craft beers of Brouwersnös."

To achieve this main purpose, several steps have been taken. The approach starts with an **analysis phase** is started examining the Brouwersnös identity, the marketing strategies, competitors and sales channels for specialty beers. This analysis gave rise to one important question that needed answering: "**What are the most essential parts of a packaging?**". A lot of remarkable and useful features were identified; for example, the importance of following the complete lifecycle of products during the design process, the importance of recyclability of the packaging, and the benefit of additional features. But also, requirements related to the size of the packaging (smaller than a standard-24-bottle crate, no higher than a standard beer bottle) and the demand for different flavors in one packaging.

The next step: **idea generation**. During creating, developing and communicating ideas the criteria were re-formulated repeatedly. User testing results for instance indicated that a packaging must consist of at least three beers to be considered useful. A calculation was made to indicate the forces of the bottle on the packaging and the materials which can resist these forces. Besides, the use of augmented reality (AR) is proposed in a way to tell stories about the beers thus reducing the need for more printing space on the packaging. This agile way of designing finally resulted in the perfect packaging.

After the analysis, a **program of requirements** was drawn up. Basically, it is the starting point for each design process. In creating a packaging a lot of criteria are involved. The used decision tree shows an overview of all the decisions which should be made. The design choices made are also indicated.

The **final design** corresponds to the objective formulated: “The making of a secondary and tertiary packaging for the specialty beers of Brouwersnös.” Concerning the tertiary packaging the best way of putting the packaged beer on the pallet had been worked out. The secondary packaging consists of a clamping system made of cork which keeps the bottles together. Unique in terms of design and eye-catching due to the horizontal position in the shelves. Store-owners will love the concept because it reduces the workload: transport- and display-packaging in one. So, the packaging can be shelved in one go. Creating a **prototype** was the final design step which produced a tangible result.

To make the packaging ‘store-ready’, a lot of things should be done. Formulating the final cardboard specifications demand special testing and the packaging production methods must be developed. Also, the pricing needs further attention. Finally, the beer stories used in de AR application should be selected. The foundation for a successful introduction has been delivered with the design of a striking, eye catching and useful beer packaging which supports and enhances the Brouwersnös identity.