Possible solutions for a packaging for Denimtex

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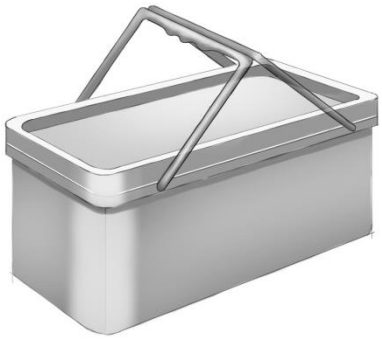
Subject: Designing possible solutions for a packaging of Denimtex

There is an assignment executed on behalf of Gebr. van der Geest. Gebr. van der Geest is a painting and property maintenance company in Enschede, consisting of approximately 80 employees. Next to their usual activities, they are currently developing a new product, Denimtex. Denimtex is a new type of wall covering based on textile fibres. At the start of this assignment, no suitable packaging for Denimtex was yet developed. Therefore, the aim of this assignment was to do research on possible packages for Denimtex. Gebr. van der Geest is planning on selling this product in wholesales and in DIY-stores in the near future. For both the B2B-market as well as the DIY market, a possible packaging will be designed. As a result, the following research question will be attempted to answered: to which extend is it possible to design a packaging for Denimtex which makes transport, storage and wall covering possible?

In order to answer this question, functions a packaging has to fulfil are listed. Thereafter, research has been done about the importance of these functions for the specific packaging of Demintex.
One of these functions is the best way to conserve Denimtex [1]. Because Demintex is made out of textile fibres, water can cause mold to grow [2]. This can be prevented by making the packaging of Denimtex watertight. Furthermore, research is done to investigate the whole production process and in addition, observations are reported to get an overview of how the product is used. Here it becomes more clear which factors are worth considering when working with Denimtex. This analysis led to the conclusion that an important requirement of the chosen packaging should be that the process of applying Denimtex to a wall is facilitated. This can be achieved by making the opening of the packaging not too small, for instance. For the B2B-product, it is important that the packaging is easy to handle on the workplace. Additionally, a list is compiled with the information that needs to be provided on the packaging for both the B2B-product as well as the consumer product. By means of market research, products are listed which are already available on the market. It turns out that there is less variation in packaging for B2B-products, because it is, in contrast to consumer products, less important to stand out in a shelf. Therefore, more variation can be found in packaging for consumer products. The various packages of this market research can serve as an inspiration for generating further ideas. Another function that has been investigated is the requirements that make transport and storage as easy and efficient as possible. With regard to this function, the collomodule system is important to consider. This system focuses on the most efficient ways to arrange packages on a pallet by making the dimensions of the packaging dependent of the dimensions of the pallet [3]. Evidently, this has consequences for the packaging as well. Lastly, the norms that matter for a packaging for Denimtex are mentioned.

All different researches are bundled in the requirements. In addition a description of a test situation is provided, given that these requirements are fulfilled. Afterwards, ideas for possible packages are generated. This has led to two final concepts; one for the B2B-product and one for the consumer product. For the B2B-product, a rectangular plastic bucket is

selected. This concept is easy to handle on the workplace, waterproof and easy to clean to make reuse of the buckets possible. One possibility is to make the bucket of bioplastic. This will, however, raise the cost price. For the consumer product, a transparent plastic jar is selected. The advantages of this is that fibres are clearly visible through the packaging and it can be resealed. The packaging is watertight as well. In this concept, the challenge lies in being able to vacuum the fibres in a simple way.



In conclusion, a possible packaging for the B2B-market as well for the consumer market is suggested. However, some specific aspects of these packages ask for further research. One of these aspects is that the aim for the B2B-product is to reuse the packaging. This involves that the way in which the packages can return from the client to Gebr. van der Geest should be considered. For the consumer product, research has to be done on the method to make the content of the packaging vacuum.

References:

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