

# Sustainable redesign of the Philips Avent soothie packaging

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Philips is a Dutch multinational founded in Eindhoven in 1891. Formerly, Philips was one of the largest electronics companies in the world, but currently it focusses on the area of health technology. One of the health departments is the mother and childcare department, which focusses on the design of products for mother and child. This mother and childcare line is called Philips Avent. One of the products is the soothie, which is a silicone pacifier produced by injection moulding. The soothie needs to be packed hygienically, since it is a medical product. Currently, there are two types of packaging used. Namely, a sterilization case including header card for the European market (see the left image of figure 1) and a blister packaging for the North American market (see the right image of figure 1). In both packaging, plastic is used. Since Philips wants to have more sustainable packaging in the future, a redesign of the soothie packaging is needed.



*Figure 1: sterilizing case + header card and blister packaging*

This design assignment focused on the redesign of the current soothe packaging of Philips Avent. Additionally, research into what alternative (transparent) material solutions are available and if they can be used in the redesign have been conducted. Finally, the product visibility for the consumer is an important factor which needed to be considered as well.

In the first phase, called analysis, the current packaging, competitors, and alternative material options were investigated. From this information it has been concluded that some promising alternative material options were found. However, these material options are still under development and might not be ready for mass production. Additionally, Philips has set restrictions regarding the use of bioplastic as packaging material. Therefore, the previously mentioned promising alternative solutions need to be further investigated by the material and sustainability department of Philips before use.

After the analysis, the design phase started. The design phase started by stating the requirements to guide the design process in the right direction. After this, diverging

packaging ideas were generated. From these ideas, five promising concepts were selected. These concepts were further optimized by using the feedback of the different departments of Philips. After optimization and assessment of the concepts, the three final concepts were chosen. These concepts, were taken into the next phase, called concept details. During this phase, ideas for the product visibility were generated. After creating prototypes, the ideas are again presented to marketing to evaluate the product visibility. With the information from the evaluation the details are further improved. This resulted in three promising final concepts.

Currently, there is no clear information about the consumer needs. Therefore, three final concepts based on different product visibility scenarios were presented. It is recommended to conduct market research, so the right concept can be chosen based on the product visibility needs of the consumer. Additionally, further research into the alternative material options will need to be conducted.