



MAJOR GUM MANUFACTURER LAUNCHES NEW PRODUCT PACKAGING CONTAINER

SITUATION:

A project manager for a worldwide manufacturer of gum was developing a new gum container to increase sales of an existing product.

- The client needed to develop a number of concept designs and have them prototyped in a material that was durable enough for use in consumer focus groups, yet could be made quickly.
- They also required detailed part drawings of the container so that manufacturing tooling could be fabricated.
- The prototypes were needed in 4-6 weeks for the focus groups and the final design was needed 3 weeks after that as the new product launch was scheduled within 9 months.

STERLING SOLUTION:

Sterling provided a product designer with over 25 years of experience in industrial and mechanical design. His background helped to create concepts in SolidWorks that not only incorporated the features requested by the focus groups, but also considered design for manufacturability.

- Sterling also provided rapid prototypes of all of the concepts that were durable enough to handle the consumer interaction during product focus groups.
- These prototypes helped the focus group to select the design that ultimately became the product package taken to market.

RESULTS:

The client successfully launched the product on schedule. Furthermore, the client has applied and been awarded a United States Design Patent for the design.

PROJECT SNAPSHOT

- ❖ *A worldwide gum manufacturer needed a new gum container developed.*
- ❖ *The design needed to be durable enough to succeed with focus groups and also be quickly produced.*
- ❖ *Sterling was able to design the product around all specifications and ultimately, the product's sales increased 84%.*