



CONSULTANCY SUPPORT

OUR CLIENT: An International Brand Identity and Design Firm
THEIR CLIENT: A Global Consumer Electronics Manufacturer
THE CHALLENGE: Rapid Engineering and Prototyping

The creative team of an internationally recognized brand identity and design firm needed engineering support to validate a radical package concept being considered by the marketing department of a global consumer electronics manufacturer. Compadre was brought onboard with the role of bringing the concept to reality.

Compadre's packaging engineers first researched and collected a variety of material samples for consideration by our client. Several rapid prototypes were produced for initial consideration. The prototype selected for development was engineered and Compadre produced a working prototype for immediate transit testing. Once the design passed testing, a final graphic mockup was produced for presentation to the product manufacturer.

With Compadre's engineering and prototyping support, this consultancy was able to rapidly present a real-world prototype of the concept. Compadre's solution was a design that was more efficient to manufacture, and it provided immediate reduction of material and kitting costs. Specifications were complete and the package was ready for production.

OUR CLIENT: An Engineering Consulting Firm
THEIR CLIENT: A Global Food Retailer
THE CHALLENGE: Rapid Testing For Delivery to U.S. Troops

The engineering consultants for a global food retailer needed transit testing on redesigned packaging for an ice cream product that would be shipped to U.S. troops deployed in the Middle East. They needed certification that the product could be transported at -29 C and at an aircraft altitude of over 35,000 feet. Compadre was engaged to provide all of the required package testing.

Compadre helped to design a packaging testing protocol to verify the design. The testing included aircraft altitude and ISTA 2A transit testing for international shipments. One additional challenge was presented by the product itself and the need for the testing to be completed quickly. The product was manufactured in Canada and there were significant limitations in getting the ice cream quickly through U.S. customs for the testing samples. Compadre arranged for the shipping of the empty packaging and came up with a different way to simulate the product.

All testing was completed and the new bottle and cap design was validated and ready for mass production. Our customer was able to move forward with successfully supplying the ice cream product to our troops.
