

# TECHNICAL INNOVATION AWARDS

## Consumer Products

### Easy open is the name of the game

#### Gold

**Name:** Easylift™ Easy-open ends  
**Entrant:** Crown Food Europe  
**User:** Nestle Purina Petcare Europe  
**“Crown's proprietary Easylift™ easy-open ends set a new standard in easy-open ends and convenience packaging” – judges' comment.**



Built on Crown's flagship Eole™ easy-open technology, Easylift™ easy-open ends significantly improve tab access, making it significantly easier and faster for consumers to open canned food products without using a can opener or other tools.

The growing elderly population and the physically impaired will benefit from Crown Food Europe's Easylift™ Easy-Open Ends. Spelling the end to the multitude of 'unsuitable' tools that this section of society finds itself using to open canned food products, the engineering development effort undertaken to produce the closure impressed the judges.

Representing a step-change in openability, Easylift™ offers significantly increased space for fingers underneath the ring of easy-open ends, while retaining all the opening performance of Crown's flagship Eole™ technology.

Nestlé Purina Petcare Europe is currently using the new 73mm ends on its 400g cans of cat and dog food in The Netherlands, but new markets should soon open up for this consumer-friendly development.

Easylift™ easy-open ends are compatible with existing can line equipment. Only one-off adjustments are needed, allowing brand owners to incorporate the innovative ends without production downtime.

See also winner of the Special Award for Consumer Convenience and Gold Star for Technical Development

#### Bronze

**Name:** Akzo – Crown  
 Fashion for Walls  
**Entrant:** Impress Metal  
 Packaging  
**User:** Akzo Nobel Decorative



**Name:** Laura Ashley  
 Colour Matched  
**Entrant:** Impress Metal  
 Packaging  
**User:** Laura Ashley /  
 Texplan Manufacturing

#### Silver

**Name:**  
 Pedigree  
 Joint Care  
 daily pack



**Entrant & User:** Mars  
 Complementary Petcare Europe  
**“This innovative adaptation of a form fill seal pack is a pleasing solution for pet owners. The thorough design solution provides a compact easy to portion and easy to open pack. The ease of opening is exceptional and sets a standard for blister packs of all types” – judges' comments**

The seven cavity blister pack gives the consumer a 'one treat per day' solution with an easy peel film that makes product access simple while maintaining product freshness.

The thermoformed tray is manufactured from a transparent single laminate material. The lidding film chosen for the seal and peel characteristics has a "special" specification, designed to allow for heat seal to the tray while providing a consistent peel effect over each cavity. To enable the product to be accessed every time, a profiled fault line, with an 'opening tab' was built into each strip.

To aid daily feeding each cavity is labelled with the day of the week in 11 European languages.

**Name:** Upside-down roll-on  
**Entrant:** Promens Packaging  
**User:** Unilever HPC  
**“A technically sophisticated design that reworks the roller to deliver a unique branded look and feel” – judges' comments**



Claimed by Unilever to be the smoothest roll-on in the world, the upside-down roll-on features four patented designs. It is the result of several years' collaboration between Promens Packaging and Unilever HPC. The upside down roll-on features a one-way valve so it can be stood on its head. This ensures the ball is always wet, while preventing leakage. Product glides on in one smooth, continuous motion. Unilever will use the concept for all its roll-on deodorant products.

Apart from the string of patents, the new design boasts superior functionality, uses less plastic than conventional roll-ons and the manufacturing process is more energy efficient.

See also winner of Gold – Component Development

**Name:** Dulux PaintPod  
**Entrant:** ICI Paints  
**User:** ICI Paints  
**“A highly innovative and thorough reinvention of the painting process” – judges' comment.**



The Dulux PaintPod roller system replaces the traditional roller and tray method and the mess that frequently ensues from pouring paint into the tray. The specially designed PaintPod emulsion pack is simply slotted directly into the PaintPod unit.

A clever feature on the collar of the pack can detect whether it has been fitted correctly and, if not, a warning light illuminates. The pack has a simple but effective screw top feature and requires no additional tools to open it.

The unit's dip tube is inserted directly into the emulsion pack, and on removal is passed through a 'dip tube wipe' for cleaning.

See Also Winner of Bronze Star  
 Best Household Design