



Design case:
Paintainer facelift

Paintainer

An old classic...



Introducing RPC Superfos

- Since 2011 owned by **RPC** (UK)
- One of the European industry leaders within injection moulded plastic packaging solutions
- Sales offices in **25** countries and 8 factories in Europe
- **3,200** containers per minute every day all year round
- **1,300** employees
- A strong local presence on the respective markets
- A modern, dynamic and proactive organisation
- A complex supply chain with **1 million** pallets produced, stored and shipped every year
- **40 years** at the forefront of packaging design and development to meet new demands



RPC Superfos Locations

- 14 distribution centres and production facilities
- 8 individual production facilities
- Reaching our customers the fastest and most sustainable way with only one point of contact for the customers



To give the existing packaging a modern appeal and improve convenience.

Use a redesign to challenge the traditional market to see plastic packaging as a true alternative to metal.

To reduce manufacturing cost level.

To emphasize our position as innovative market leader, even on sustainability.

And to secure an effective supply chain, exceptional product quality and strong point of sales opportunities.

Year 1

Tools:

- **Photo**
- **Video**
- **Interview**
- **Mock up**

1. Design briefing to 2 agencies
2. Usage and user analysis
3. Specifications
 - "need to have"
 - "nice to have"
4. Design concepts
 - mock ups + illustrations
5. Interviews with customers (fillers)
6. Final design (1 size)
7. Pilot tool
8. Adjust design according to specifications
9. End user test
10. Pre-sales at customers
11. Expand the product range

Year 2

Year 3

External design agencies:

Initial usage analysis and concept design

Stress test of prototypes:

Teknologisk Institut, Denmark

End user test:

Informal setup with invited potential users

Analyse own and competing products

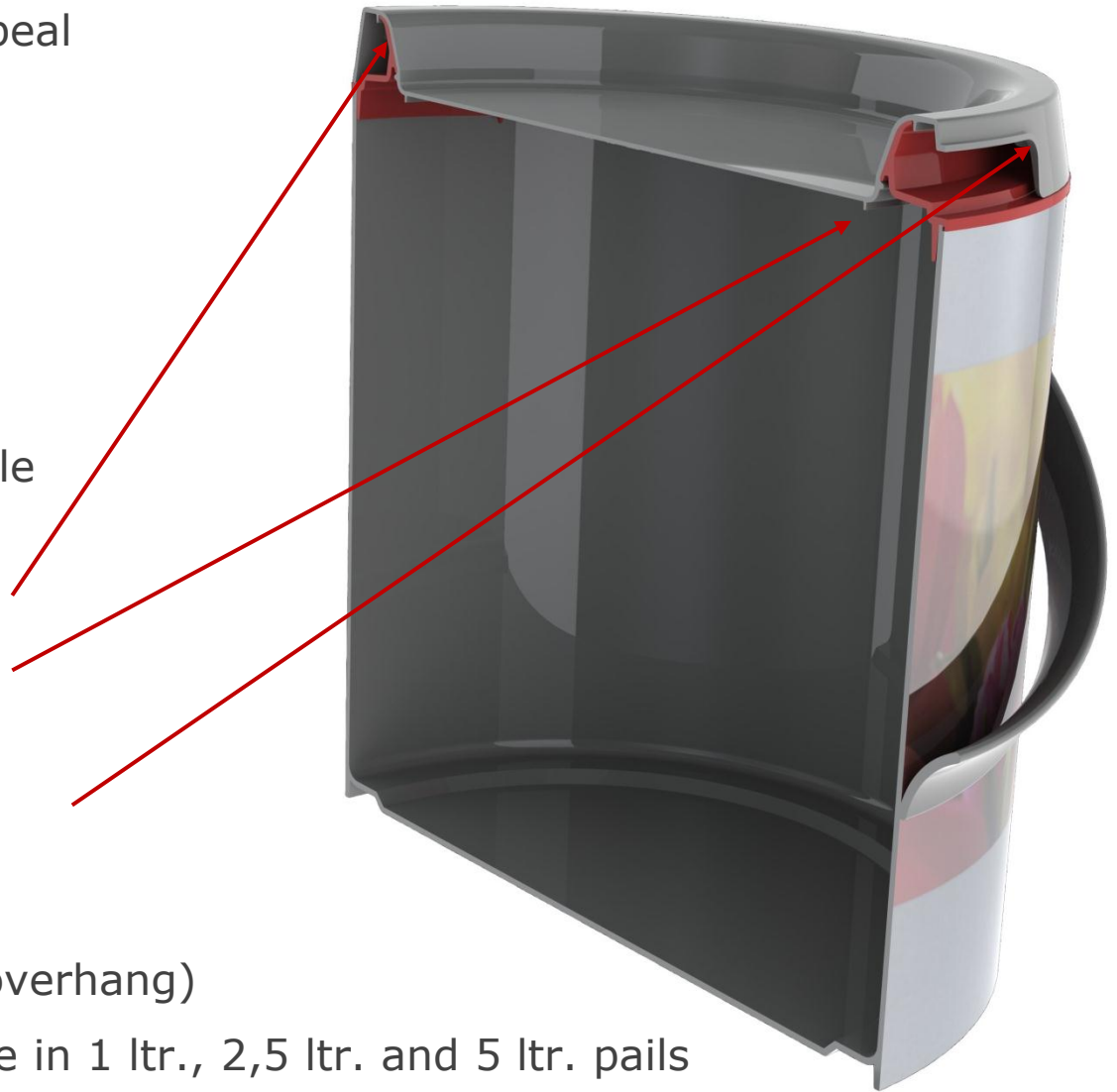
- Pails in use. How are they handled?
- Opening
- Mixing
- Clean the edge of the pail
- Use of brush in pail
- Pour paint from pail
- Emptying the pail
- Re-closure

General: **How much paint is left on the edge of the pail?**
 How dirty do you get?
 How much paint is wasted?

“Need to have” demands –in the final design

Quality, image and brand appeal based on existing “standard”

- Straight sided base
- In-mould labels on as many surfaces as possible
- Approved for tinting
- Complete emptying possible
- No leakage
- **Improved pouring**
- **Optimized drain**
- **Improved opening (no tools required)**
- Safe and iconic handles
- Integrated lid design (no overhang)
- Concept must be adaptable in 1 ltr., 2,5 ltr. and 5 ltr. pails



Various tests performed

- Tinting (mixing paint in tinting machine)
- Pouring test
- Drop test
- Topple test
- Stacking
- Transport

End user test of the new convenient opening feature

- No instructions – just try to open the pack!
- If instruction is required – test various layouts

The new Paintainer



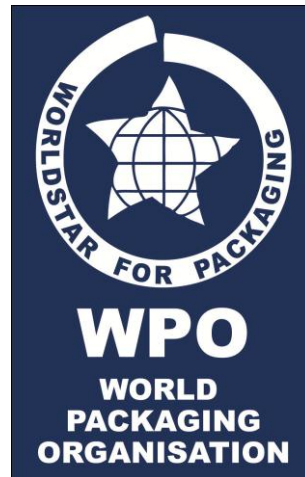
Paintainer – Easy to open



Redesigned Paintainer is award winning



2009 Scanstar



2009 Worldstar



2011 iF Award