

INNOVATIVE PACKAGING:

An Introduction To OpTri Bottle

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DANONE ONE PLANET. ONE HEALTH

8TH GLOBAL PACKAGED SUMMIT

24-25 JUNE 2019 / AMSTERDAM, NL

AGENDA

 NUTRICIA RESEARCH

 THE OpTri BOTTLE





No. 1

EUROPE IN

MEDICAL NUTRITION



Nourishing health throughout our lifespan

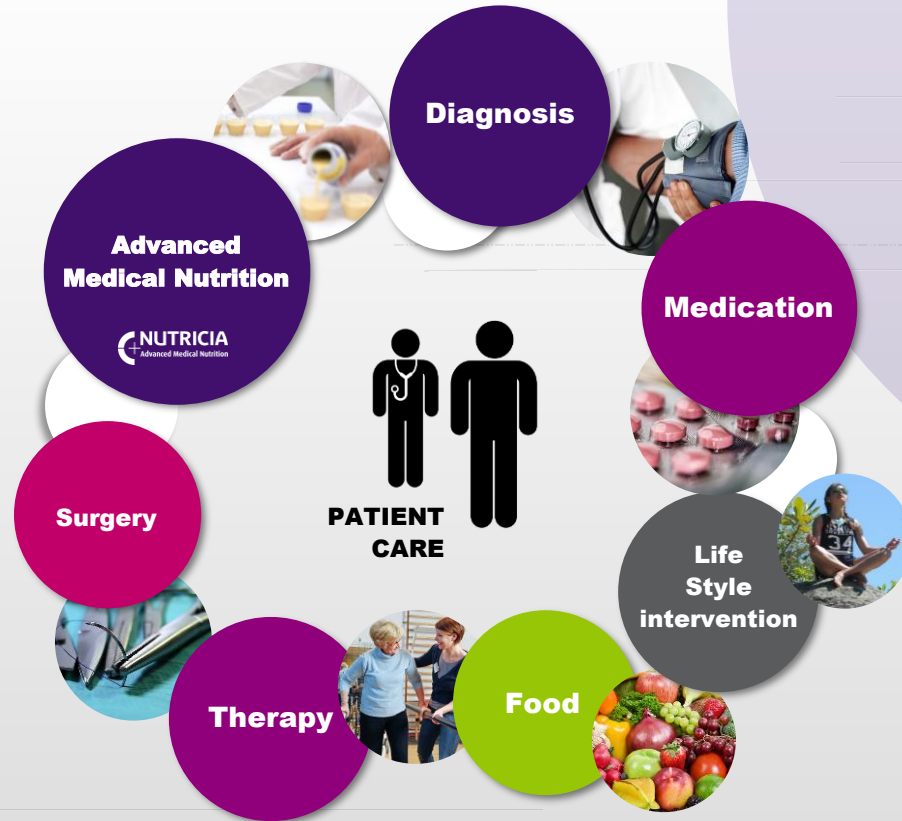
EARLY
DEVELOPMENT



Our ambition

to establish
Medical Nutrition
as an integral part
of healthcare.

.....



“We are convinced

that the concept of alimentation goes far beyond food to focus on diets and lifestyles nourished by local cultures around the globe.”

.....

Emmanuel Faber, CEO of Danone



DANONE
ONE PLANET. ONE HEALTH

Danone mission

Bringing health through
food to as many people
as possible.

.....



DANONE ONE PLANET. ONE HEALTH

INTRODUCING THE OpTri Bottle

Made with pride
For our patients



OpTri | A BLUEPRINT
FOR BETTER

OUR NEW PACKAGING SOLUTION FOR TUBE FEEDING



DESIGNED FOR BETTER USABILITY

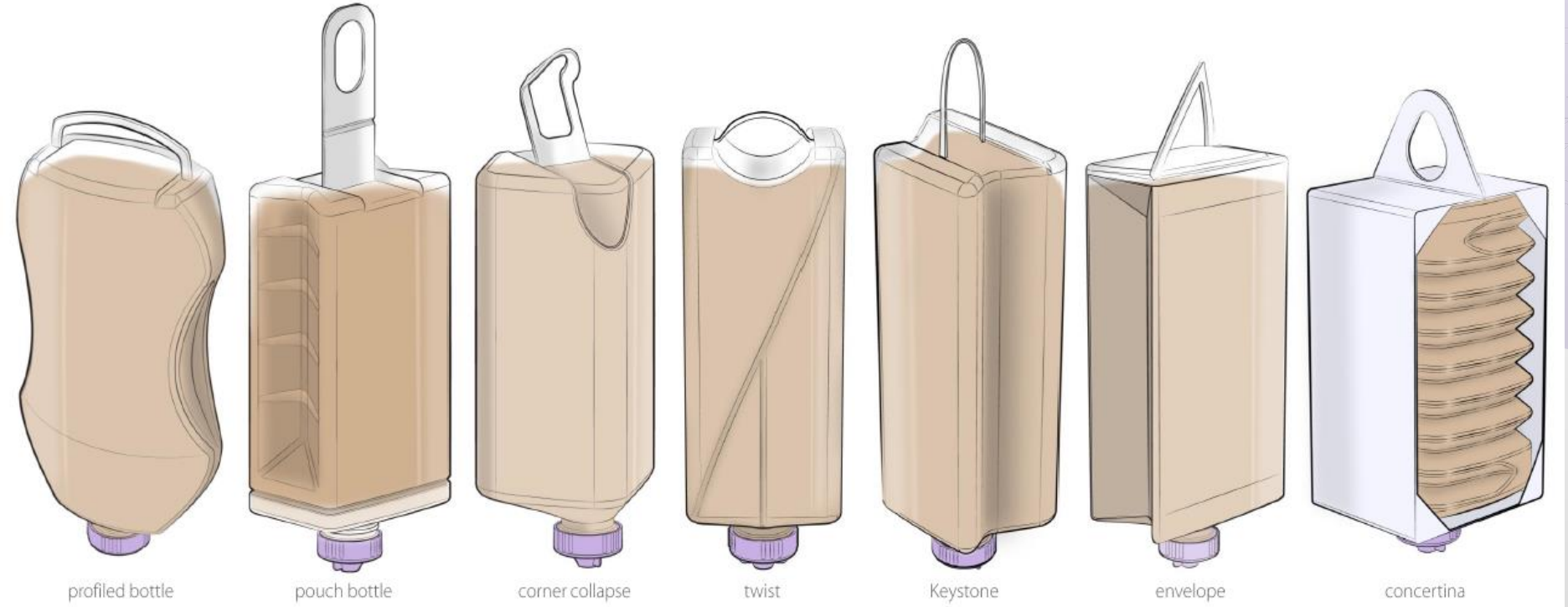


#1. UNDERSTAND THE NEEDS AND EMOTIONS OF THE END CONSUMERS



#2. TRANSFORM CONSUMER INSIGHTS TO CHECK LIST FOR NEW DESIGN

© 2017



profiled bottle

pouch bottle

corner collapse

twist

Keystone

envelope

concertina

#3. BUILD MULTIPLE MOCK-UPS & FUNCTIONAL PROTOTYPES



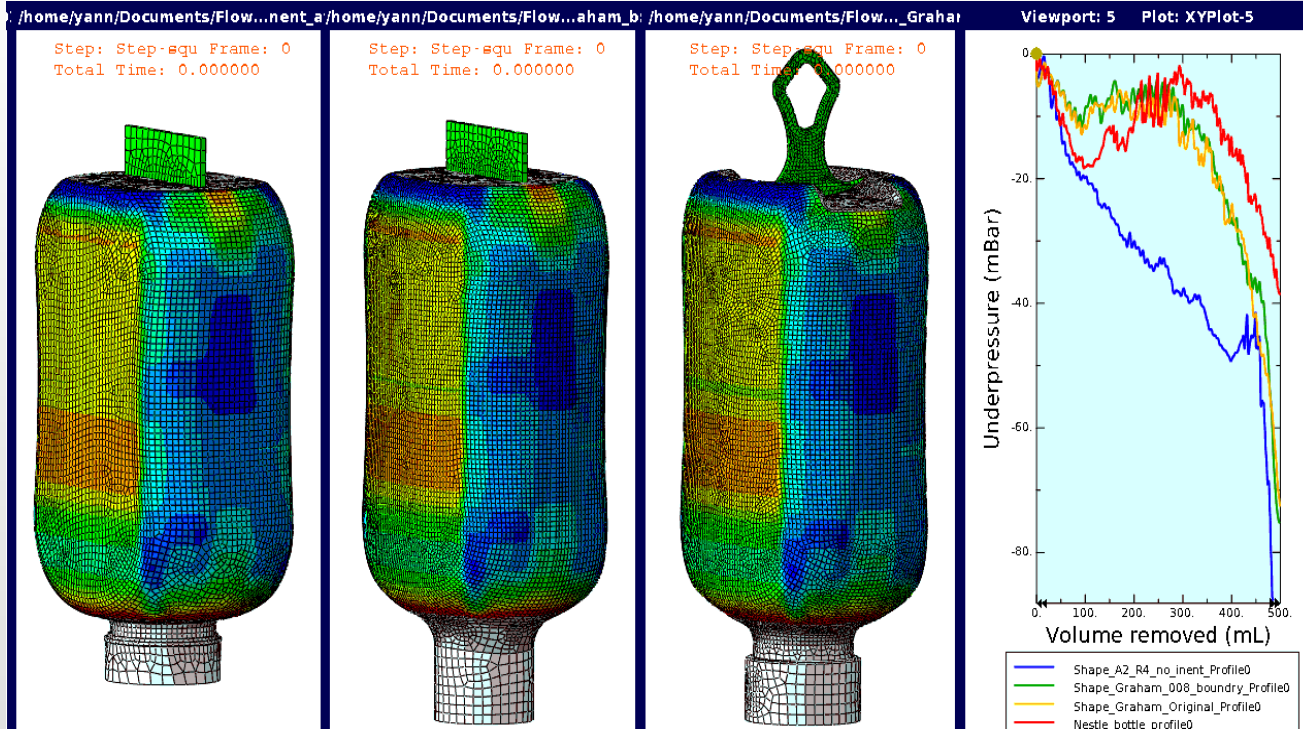
#4. CO-CREATE THE OPTIMAL USER-FRIENDLY DESIGN



#4. CO-CREATE THE OPTIMAL USER-FRIENDLY DESIGN



#5 EMBRACE THE DESIGN CHALLENGES



"I love it, I like the hook, the lid and there is markings...it is nice and neat for patients to hold and is smoother looking."

- Carer, UK.

- **Stable self-standing bottle:** makes handling and connecting easier

- **Smooth material:** no sharp edges and comfortable when handling

- **Easy to open with one hand and to connect to giving set**
- **Non-detachable:** reducing risk of swallowing a loose cap
- **More hygienic:** less contact when opening and connecting when re-used

"The flip-top is the easiest, nothing to unscrew and for those who want to reuse it you can close it back again. It also means I won't lose the top, it's hygienic."

- Dietitian, France.



"Very simple, the hook is a lot easier to use, it's bigger compared to the pouch and with this pack you can do it with one hand."

- Nurse, France.

- **Big eye on the hanging hook:** makes it easy to hang, even with one hand

- **Appealing design**

- **Ergonomic shape:** allows a good grip while handling

- **Semi-translucent material and clear volume markings:** helps to monitor product use

"It feels very nice in my hand and it doesn't have any sharp edges."

- Germany, Carer.

82%

of HCPs & carers score the OpTri bottle in the highest ranking for convenience and ease of use.¹

DESIGNED FOR BETTER SAFETY







OpTri | A BLUEPRINT
FOR BETTER

DESIGNED FOR BETTER SAFETY

DESIGNED FOR A BETTER PLANET



85%
LESS WATER

RECYCLABLE



21%
LESS CO²
EMISSIONS

PACKAGING INNOVATION WHERE

- ✓ CONSUMER INSIGHTS
- ✓ TECHNOLOGY ENABLERS
- ✓ BUSINESS OPPORTUNITIES

COEXIST.





NL PACKAGING
AWARDS
— 2019 —



THANK YOU!



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FOR BETTER