

Ben Miyares' Packaging Management Update®

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A weekly summary of packaging business & technology developments



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‘Programmable’ container allows consumer to personalize mix

Programmable Liquid Container technology invented by IPIFINI, Inc., Natick, MA, to address proliferation of product variety in marketplace makes it possible for consumer to create custom mix.

For example, PET container with five integral additive buttons could provide 32 beverage variations, by pressing various combinations of flavors such as lemon, lime, vanilla, cherry, as well as ingredients like caffeine. Pressing button ruptures blister, releases additive into product. In addition to beverages, potential applications include cleaners, air fresheners, personal care products, pharmaceuticals. Although initial tooling expenses would have to be overcome, supply chain efficiencies gained by reducing stock keeping units to one or two base formulas would reduce costs in long run, predicts Dr. Tod Woolf, president of IPIFINI. “The additional cost of the additives is quite trivial,” he notes. “Once someone does this, it’s going to be hard to compete with a [traditionally formulated] product. Concept holds high kid appeal due to interactive nature, play aspect. Patent documents also describe version for flexible packaging, juice boxes, as well as variations in button design. IPIFINI seeks licensees for technology, anticipates granting exclusive rights for specific product categories.

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