



PreScouter

Personalized Packaging Technologies

Research Support Service

June, 2019

Prepared by: **PreScouter**

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What are examples of companies engaged in personalized/custom packaging?

For the modern consumer, the shopping experience is becoming much more than simply acquiring a product — people are looking for a way to connect with products and brands based on their opinions, thoughts, and way of life. It is therefore not surprising to see the demand for tailored products growing, and companies are looking for ways to create packaging that speaks to consumers as individuals.

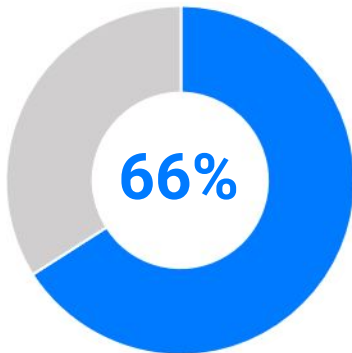
With technologies such as digital printing and 3D printing, as well as social media, it seems that the stage is set for enabling the wide customization of packaging. However, it is clear that the cost for such packaging will be higher, and packaging professionals seem to be skeptical about whether consumers are really ready to pay the premium for their tailored content.

In this report, we explore the current state of personalized/custom packaging through examples of commercially available products as well as campaigns run by different companies.

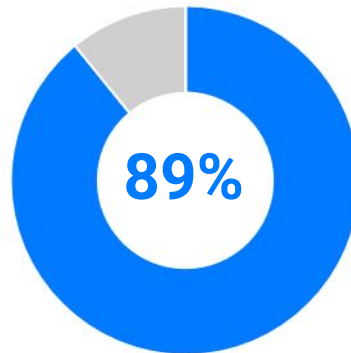
Executive Summary

The global personalized packaging market was estimated at US\$ 25.6 Bn in 2017 and with a CAGR of 5.1% over the period of 2017-2025¹. The main benefits of personalized packaging include increasing consumer engagement and brand awareness, increasing sales and making a positive impact on consumer loyalty.

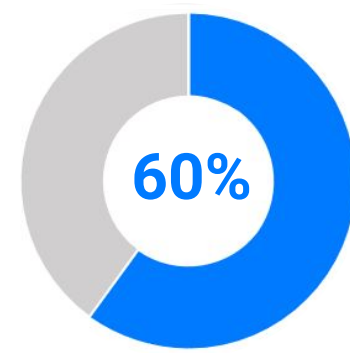
In a recent survey² that interviewed 335 leading brand owners, retailers, suppliers, agencies, and packaging professionals, more than two thirds stated that the personalization of packaging is something they are currently implementing or considering implementing into their offerings and nearly 90% believe that this trend will only increase over the next few years.



are implementing or considering
implementing personalized
packaging



believe that personalized
packaging will increase over the
next few years



see the technology advanced
enough, with main challenges for
widespread adoption being
financial constraints and costs

Executive Summary

PreScouter investigated the space of personalized/custom packaging in order to understand the current state of personalized/custom packaging through examples of commercially available products as well as campaigns run by different companies.

In this report, we list **6 campaigns** run by leading companies such as Coca-Cola (with the well-known “Share a Coke” campaign started in 2013 and still running), Mondelez (OREO Colorfilled in November 2015), Ferrero (Nutella Unica in November 2017), Frito-Lay (Snackable Notes in September 2018), Kellogg’s (Braille Love Note in August 2018) and Set Wet (WheresYourFace in June 2017), as well as **10 companies** as examples of products currently being offered in the personalized/custom packaging space.

The most innovative idea comes from Texen, with new smart packaging based on a digital display that can be updated using one’s smartphone. Regarding other companies, and regardless of packaging type (cardboards, plastics, glass, aluminum), most of them focus on the diversity of products offered and the possibility for customization by clients, but not really on personalization by end users.

Executive Summary

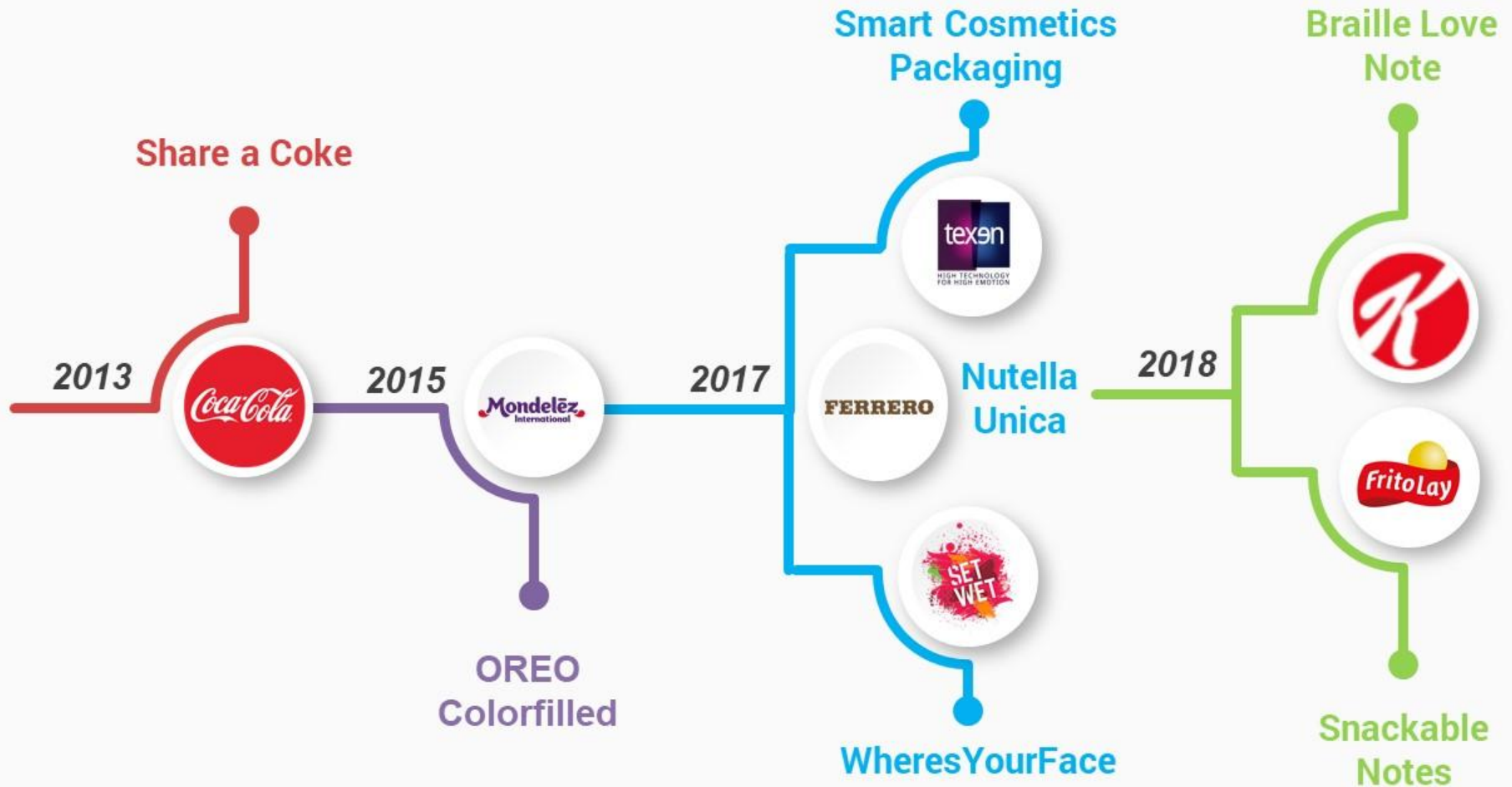
As an exception, some companies that are offering stickers and cardboard packaging with full customization for end users can be considered, as well as some other examples such as prescription packaging with barcodes offering full information on the drug, quantity, directions for use, manufacturer, person drug is intended for, etc.

One has to note that a transition towards more personalized/custom packaging can be seen in new product portfolios that are starting to emerge. The best example here would be O-I's EXPRESSIONS, a 3D digital printing innovation developed specifically for glass. The line would enable brands to create highly personalized and customized glass packaging at flexible volume, industrial speeds, and affordable value, with an unprecedented range of color and design possibilities ideal for seasonal promotions, special events, or special language versions.

In conclusion, it seems we are on the verge of the personalized packaging era, with customer demand as the main opportunity for growth.

1. transparencymarketresearch.com/personalized-packaging-market.html
2. packagingeurope.com/new-research-highlights-personalised-packaging-trends/

Personalized Packaging Campaigns



Companies Offering Personalized Packaging Solutions

Nosco®
complete packaging | individual solutions™



Boxes & Labels



Stickers & Labels

newprint



Cardboard Boxes



Aluminum & Plastic



Food Supplement & Nutritional
Product Packaging

Apc
ackaging



Various for Beauty and Skincare

vetropack



Glass



Glass

ELEMENTAL
CONTAINER



Aluminum

Parata®



Drug Pouches

CAMPAIGNS

Share a Coke BY Coca-Cola



Goal: To engage directly with consumers in 32 countries. Launched in 2013, the campaign is still running.



How: The Coca-Cola logo was substituted on all bottles (Coca-Cola, Coca-Cola Light, and Coca-Cola Zero) with 150 of the most popular first names, nicknames, and terms of affection in each country.

Summary: The idea came from Australia and was Coca-Cola's biggest personalized brand campaign with Hewlett-Packard (HP) ever. HP announced the long-run production of personalized labels on the HP Indigo WS6000 series Digital Presses for this campaign. The project combined conventional printing technology with HP Indigo Digital Printing to create 800 million personalized labels.



Campaign Details: Bottles and cans sported group names like "Family" and "Friends" and colloquial nicknames like "BFF," "Bestie," "Buddy," and "Wingman". The online campaign provided a platform for consumers to experience the campaign virtually. Consumers would visit cokestore.com to create and personalize virtual cans on the website to send to Facebook and even order the customized bottles.

Share a Coke BY Coca-Cola



How the campaign evolved with time:

- **2013/2014:** Campaign launched in Australia first then in the USA the following year. Bottles and cans showed group names and colloquial nicknames.
- **2015:** *More Names, More Packs and More Ways to Share* — For occasions and celebratory moments, from Mother's Day to proms and graduations to weddings and family reunions.
- **2016:** *Share a Coke and a Song* traded out first names to lyrics of songs on the packages.
- **2017:** *Share an Ice-Cold Coke* — Coca-Cola Lite and Cherry Coke featured first and last names. Fans could visit ShareaCoke.com and listen to an 18- to 20-second jingle featuring their name.
- **2018:** *More than Names* — Fans could peel the “share a coke” label and scan the codes to unlock chances to win prizes.

Benefits:

1. The brand personally connected with prospective as well as existing customers by engaging with them on social media platforms.
2. The slogan “Share a Coke” had a strong call to action and convinced people to buy and share a coke.
3. The campaign was dynamic and updated with developments making it easier to maintain the interest of consumers.

References

1. coca-colacompany.com
2. packagingdigest.com
3. digitalvidya.com

OREO Colorfilled BY Mondelez



Goal: Allow customers to bring their imagination to the Oreo Wonderfilled world and grow sales to \$1B by 2020.



How: Via a desktop or mobile platform, customers choose a black and white design that can be colored online or custom colored with markers that are home delivered.

Summary: This initiative launched in November 2015, in collaboration between MAYA, a design consultancy and innovation lab, Mondelez, HP Indigo, the Martin Agency, Consumer Packaging Group, and Shopify.

Campaign Details: Online, customers could choose between illustrated black and white designs, followed by coloring the images automatically or manually with a digital paintbrush. Customers could also select the custom coloring feature, where a black and white design is delivered with custom markers. Holiday flair could be added with accessories like scarves and antlers or could include a holiday greeting such as "Joy" and "Ho Ho Ho." All the packages were printed using an HP Indigo WS6600 digital press. The price of each custom Colorfilled pack was \$15, including \$5 nationwide shipping for each order.



References

1. prnewswire.com
2. maya.com
3. packageprinting.com
4. paperspecs.com

Nutella Unica BY Ferrero

FERRERO



Goal: To make each Nutella spread jar as unique and expressive as the Italian people.



How: Ferrero distributed limited-edition hazelnut spread Nutella with unique label designs only in Italy.

Summary: Nutella launched this campaign in February 2017 and relied on the brand's highly recognizable lettering, which meant other elements of the packaging design can be altered. Nutella “Unica” or “unique” was exclusive for Italy.

Campaign Details: The packaging used innovative technology of a mass personalization algorithm that created 7 million unique packaging designs with eye-catching colors, patterns, and shapes. These jars are the latest example of artificial intelligence (AI) getting artistic.

Benefits:

1. Packaging was eye-catching, stood out on the shelf, and increased sales.
2. It was special and expressive, creating a buzz around the brand.
3. Font was distinctive and packaging was inexpensive to deploy, with a low risk to the brand identity, helping lure customers with collectible jars and vibrant designs.



References

1. [progressivegrocer.com](https://www.progressivegrocer.com)
2. [inc.com](https://www.inc.com)

Snackable Notes BY Frito-Lay



Goal: Providing parents with a simple, classic way to connect with their kids during the school day.



How: The parents wrote a note of love and encouragement directly on a talk bubble printed on their kids' favorite Frito-Lay Variety Packs flavor.

Summary: A new Amazon Alexa skill, Snackable Notes, was introduced to help inspire parents who were experiencing writer's block after a summer off from making lunches. The campaign ran from July 8 through September 8, 2018.

Campaign Details: Consumers had a chance to win a \$1,000 weekly prize by submitting their favorite Snackable Note to the website. The lucky winner was randomly drawn.



References

1. snackablenotes.com
2. prnewswire-frito-lay-variety-packs

Braille Love Note BY Kellogg's



Goal: Supporting blind or low-vision individuals in receiving “love” messages from their families and friends during snack time.



How: Love notes in the form of heart shaped braille stickers are created that match the spot for writing notes on the Rice Krispies wrapper.

Summary: Rice Krispies partnered with the National Federation of the Blind to create “Love Notes” in the form of Braille stickers. Each sheet has 8 phrases, from “You’ve Got This” to “Love You Lots.” It launched in August, 2018, as a special feature on Rice Krispies Treats’ wrappers.

Campaign Details: This campaign is based on writable wrappers that allow families to send an encouraging message to their children at lunch. For those who don’t read braille or respond better to spoken words, Kellogg’s offers a recordable audio box in which to tuck one Rice Krispies Treat (as seen below).

Benefits: The campaign generated tremendous sales and heartwarming feedback. Kellogg's received orders beyond 7,500 Love Notes planned on the first launch. Kellogg's and the packaging received an A+ grade from parents.



References

1. ricekrispies.com
2. huffpost-rice-krispies-braille-stickers
3. <https://www.thehrdigest.com/>
4. <https://www.forbes.com/>

WheresYourFace BY Set Wet



Goal: Helping millennials make a personal connection and association to deodorants they own.



How: Consumers joined the campaign by creating their own unique Set Wet can with their face and name on it via the Set Wet website.

Summary: Set Wet is a male grooming brand of Marico Limited, one of India's largest FMCG majors. The brand intended to evolve this into a full-fledged business model and extend it to other categories. The campaign ran from May to June of 2017.

Campaign Details: Free limited personalized deodorant cans of 150ml were given to the winners selected by random computerized method. HP Indigo and Trigon were used along with the campaign to overcome the challenge of allowing every can to be unique and different.

Benefits: According to Set Wet's Chief Marketing Officer, "A campaign such as this enhances the brand's **imagery** of being an edgy, innovative, trendsetting brand in the category. Furthermore, specific to the deodorant category, which thrives on new news and excitement, it gives the brand **talkability** among consumers, which stands apart from the competition".



References

1. setwet.com
2. adgully.com
3. labelsandlabeling.com
4. bestmediainfo.com

Smart Cosmetics Packaging BY Texen



Goal: This new smart packaging bridges consumers' digital lifestyle with the product itself.



How: This personalized packaging allows consumers to put their names on their makeup compacts and perfume bottles or write personal messages to gift recipients.

Summary: TEXEN, a player in cosmetic packaging, partnered with E Ink Holdings, an innovator of electronic ink technology, to digitalize personalized packaging for the cosmetics industry. E Ink and Texen started taking customer orders for the new solution.

Campaign Details: The E Ink display is powered purely by near-field communications (NFC) and can be updated by a smartphone. Once an image is switched, the display will continue to show the information with no further power input required. E Ink display modules can integrate sensor or diagnostic components to diagnose skin condition.



References

1. brandpackaging.com
2. eink.com
3. groupepetexen.fr/en/

COMPANIES

Nosco



Nosco, founded in 1906, is a provider of full-service packaging solutions. Nosco has served more than 400 customers in the healthcare industry and is a subsidiary of Holden Industries, a 100% employee-owned company.



Gurnee, IL



<https://www.nosco.com/>



844-201-1196

Technology:

Nosco specializes in custom-printed packaging boxes and labels enabling brands to connect with their customers through variable graphics and text.

Nosco offers a complete end-to-end solution, from an online customizer to packaging printing. The company provides e-commerce solutions that allow customers to design, share, and purchase personalized products. Nosco partnered with Akavit, a digital agency that specializes in web-based mass customization to provide customers a full-scale custom packaging solution. Such service is offered through Sonder, which is Nosco's latest brand.

The Nosco printing facility is equipped with HP Indigo technology (HP Indigo WS6600 Digital Press and HP Indigo 30000 Digital Press) and a variety of finishing solutions including a cutter-creaser from Kama.

Nosco

Campaigns

Nosco was one of the four digital printers selected to deliver personalized labels in the “Share a Coke” campaign by Coca-Cola. Using the HP Indigo 6600, Nosco printed labels 24/7 for over 10 weeks to meet the campaign demands. Nosco also assisted other digital printing companies in the “Share a Coke” campaign by lending its approach and knowledge of digital printing.



Nosco

Benefits of HP digital printing:

According to Nosco, digital printing produces more than 99% defect-free products without smudging or out-of-registration issues. Digital printing also eliminates waste from film and plates while offering superior print reproduction with shorter turnaround time and enhanced quality and consistency.

Nosco has relied on HP Indigo digital presses for their business due to its advanced portfolio with new and exciting capabilities. The latest HP feature includes metallic silver and premium white inks, along with HP Link smart technology. The HP Link smart technology provides a unique product fingerprint enabling brands to track a product through its entire lifecycle. The technology offers a robust solution to integrating a digital presence on any physical product. Therefore it can be used to build customer engagement through an application interface and protect against counterfeiting and diversion.

References

1. [nosco.com](https://www.nosco.com)
2. akavit.com
3. [HP Indigo / Nosco Case Study](#)
4. sonder.me/

StickerYou



StickerYou, founded in 2008, provides high-quality custom stickers, labels, decals, iron-ons, temporary tattoos, and more. The website is built with proprietary die-cut technology, helping create and order products exactly as per requirement



Toronto, Canada



www.stickeryou.com



customerservice@stickeryou.com

Technology:

StickerYou specializes in custom stickers and labels and empowers businesses and individuals to make custom die-cut sticky products.

The die-cut technology allows customers to create any shape without any constraints to produce images that contour to the shape of the image (die-cut) or create standard shapes such as rectangles, squares, or circles.

Their *Design Editor* enables customers to continue the background or image color to the very edges of the design, preventing a white border from lining the edge of the design. The company's *PageMaker* enables this so clients can arrange the precise amount of stickers of each image on their page as they like – and pay only for the number of pages they order.

StickerYou

Unique offerings

StickerYou has unique offerings in almost every category of stickers, labels, banners, badges, vinyls, decals, and iron-on transfers. They can create any shape, size, and quantity based on the client's requirements.



References

1. <https://www.stickeryou.com/en-ca>

Newprint

newprint

Newprint was founded as an offset printing company in 1990. They are a printing services supplier nationwide, with clients including the public sector and non-profits.



Ottawa, Canada



www.newprint.ca



info@newprint.ca

Technology:

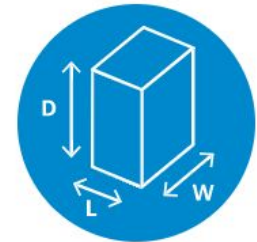
1



CHOOSE YOUR STYLE

Select box type based on durability, presentation and product protection.

2



CUSTOMIZE DIMENSIONS

Enter custom size to give your product the perfect fit.

3



ADD YOUR DESIGN

Personalize your box by adding your logo, colors and elements.

4



GET INSTANT QUOTE

You're almost ready to order! Select box quantity, product options and get pricing in real-time.

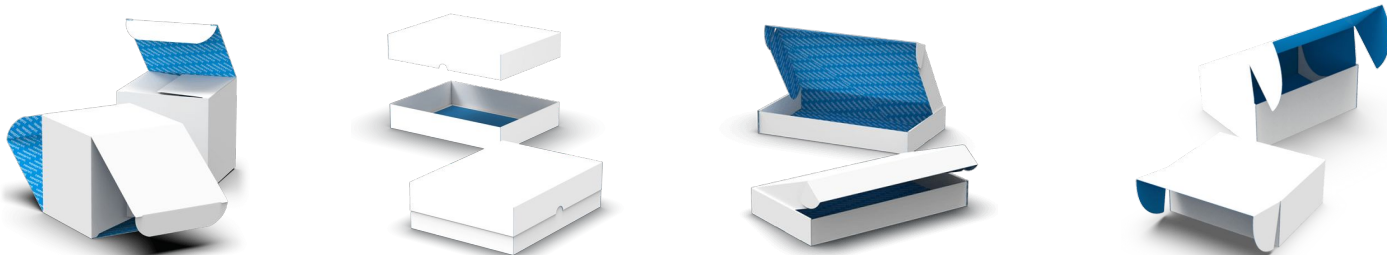
Newprint

Unique offerings

Newprint provides custom packaging for industries like cosmetics, pharmaceuticals, beverages, and electronics, to name a few.

They offer a unique “Go Green!” option in paper that is a composite of post-consumer fiber, recycled paper, and virgin pulp derived from sustainably managed forests.

They also provide services to build various retail boxes such as reverse tuck-end (RTE) boxes, straight tuck-end (STE) boxes, hinged lid boxes, and 2-piece boxes.



References

1. newprint.ca/custom-product-packaging

PYC Laboratoire



PYC Laboratoire, founded in 1979, is a full-service provider, from development to packaging, of high-protein products and food supplements. PYC Laboratoire is the nutritional subsidiary of SOLINA group



Aix-En-Provence cedex, France



<https://www.laboratoire-pyc.com/>



contact@laboratoire-pyc.com

Technology:

PYC offers a variety of packaging formats of personalized packaging for food supplements and nutritional products, including sachet, stick, pot, doypacks, stand-up pouch, packs, and boxes. The design can be made via computer graphics and is supported by PYC.



PYC Laboratoire

Unique offerings

The personalized packaging formats include:

- **Sachet:** Can be made of cardboard or aluminium. Packaging can be neutral or printed and in packs of 5, 7, 14, or more units
- **Stick:** Cut by laser. Packaging can be neutral or printed and in packs of 15, 30, or more units.
- **Pot:** A variety of recyclable materials (e.g., plastic and metal) can be used.
- **Doypacks, stand-up pouch:** A variety of materials (e.g., cardboard and aluminium) can be used with printed packaging.
- **Packs and boxes:** Tailored based on customer specifications.



References

1. laboratoire-pyc.com/en

Revere Packaging



Revere Packaging are manufacturers of aluminum foil and plastic packaging for the food industry. Revere operates four manufacturing facilities in Shelbyville, KY, Sacramento, CA, LaPorte, IN, and Kapolei, HI.



Shelbyville, KY, USA



<https://www.reverepackaging.com>



(800) 626-2668

Technology:

Revere offers both custom and stock aluminum and plastic packaging containers.

Revere uses SolidWorks and other powerful programs to conceptualize package design and uses 3D printing technology to create prototypes that are used to print a sample of the final packaging. It usually takes 2 weeks for the prototype process.

Various packaging materials are available such as virgin, industrial recycled, and post-consumer recycled plastics as well as bio-based materials, and there are a variety of color options for custom aluminum and plastic containers.

Revere Packaging

Unique offerings

Revere acquired Plastic Package in 2017. Plastic Package's "state-of-the-art tool-making equipment" (seen in the image) and on-site designers provide customers with quick turnaround and cost-efficient product prototypes.



References

1. <https://www.reverepackaging.com/products/>

APC Packaging



APC Packaging, founded in 2006, is a provider of high-quality packaging solutions for the beauty and skincare industry. It operates a manufacturing facility in China, while its warehouse, sale, engineering, and logistics teams are in the USA.



Fort Lauderdale, FL, USA



www.apcpackaging.com



954-978-4567

Technology:

APC Packaging (APCP) offers both stock and custom items. The stock items are stored in the warehouse in Fort Lauderdale, FL. For custom items, APCP can create a private mold tailored to any product. The mold will not be publicly disclosed without customer consent.

The customized options include everything from color and finish to printing. Customization services range from metalizing, spraying, and UV coating to silk screening.

Major products offered include:

- **Airless:** Bottles, jars, and tubes
- **Bottles and jars:** Acrylic, PETG, PET, PP, glass, and aluminum
- **Tubes:** PE, laminate/closures, caps, droppers, and pumps
- **Bamboo and wood components**

APC Packaging

Unique offerings

APCP applies silk-screen printing, heat-transfer printing, and hot stamping on most bottles and jars. For tubes, offset printing, silk screening, and hot stamping can be used.



Acrylic



Airless



Aluminum



Closures



Glass



Tubes

References

1. apcpackaging.com

Vetropack



Vetropack was founded in 1911 at the Verrerie S.A. St-Prex. It is an independent, listed, and family-managed glass packaging manufacturer in Switzerland. They have offices in seven countries



The Verrerie S.A. St-Prex



www.vetropack.com



info@vetropack.com

Technology:

Vetropack develops custom glass packaging embodying the client's product idea and marketing strategy, focusing on the look, material, and feel of the product. They develop custom glass bottles and jars from the initial product idea right through to the concrete product drawings and plans for the mold design.

The product designers work closely with clients and create custom glass bottle designs, reinforcing the brand message and giving the consumer additional information not only through the details on the label but also through the image that its appearance conjures up. They make use of 3D blueprints, which help accurately depict even the lids and the label. In the next stage, wood or acrylic models are made to refine the design and labels are decided.

Vetropack

Unique offerings

Vetropack offers around 2,500 packaging designs even for products like jam, mineral water, wine, and beer. Glass is colored either in the furnace or in a subsequent process in the forehearth or feeder. The different methods provide flexibility and a broad color spectrum. In the traditional furnace coloring process, color is mixed into the molten glass mass that is made up of quartz sand, soda, limestone, dolomite, and used glass.



References

1. vetropack.com/en/glass-packaging/custom-glass-bottles/

Owens-Illinois



Owens-Illinois (O-I) was founded in 1903 as the Owens Bottle Company by Michael J. Owens, the inventor of the automatic bottle-making machine. O-I produces glass bottles and jars and has 77 plants in 23 countries.



Perrysburg, OH, USA



<http://discoverexpressions.com/>



expressions@o-i.com

Technology:

In September, 2018, O-I launched O-I : EXPRESSIONS, a 3D digital printing innovation developed specifically for glass. This enables brands to create highly personalized and customized glass packaging at flexible volume, industrial speeds, and affordable value, with an unprecedented range of color and design possibilities (thousands of standard CMYK colors).

O-I : EXPRESSIONS applies photo-realistic and 3D digital print to the container glass. It is sustainable thanks to a contactless direct-printing technology through a Drop-on-Demand (DOD) process using UV-curing organic ink. The DOD process only generates an ink drop when it is required for printing.

Owens-Illinois

Unique offerings:

According to O-I “For highly-personalized, ‘made-for-me’, shareworthy moments, print runs can be adapted quickly for seasonal promotions, special events, or even special language versions.”

O-I : EXPRESSIONS RELIEF, which is named after the sculptural technique, is a premium version of the service. O-I : EXPRESSIONS RELIEF combines all the benefits of O-I : EXPRESSIONS with customized tactile effects such as embossing and color embossing with speed and ease. Such effects help brands interact with consumers through the sense of touch.

In April 2019, Lion – New Zealand announced the deployment of a personalized bottle on premises for its Wither Hills brand in collaboration with O-I.



References

1. [o-i.com](https://www.o-i.com)
2. [glass-catalog.com](https://www.glass-catalog.com) (case study)
3. [packagingeurope.com](https://www.packagingeurope.com)
4. [packmedia.network](https://www.packmedia.network)

Elemental Container



Elemental Container is a subsidiary of Tournaire Inc, founded in 1833. It is based in Union, New Jersey, and is a major full-service supplier of aluminum containers and closures in North America.



www.aluminumbottles.com



Union, New Jersey, USA



(908) 687-7720

Technology:

Elemental Container Aluminium Packaging specializes in industrial aluminum bottles, where the packaging of the product needs to be very resistant to external environmental elements as well as human tampering.

They work with clients to develop individualized container solutions for any industrial packaging challenge, from basic bottle design and closure system to the type of liner and inner coating. The company also offers custom-printed labels for the bottles they manufacture and for labeling industrial bottles for items such as flammable and toxic liquids, solvents, gasolines, and raw materials for fragrances.

They have multiple lines for industrial aluminium bottles: Plus 32 , Plus 62, Agrochem, Chem 50, Type 802, and Type 835.

Elemental Container

Unique offerings

These industrial aluminium bottle product lines are strong, tamper resistant, and ideal for shipping small samples or small orders of liquid products, and they meet UN standards for single packaging. They can be used for holding all types of viscous or liquid products. They are also suited for shipping powders such as active pharmaceutical ingredients (API) and sterile pharmaceutical products.



References

1. aluminumbottles.com/industrial/

Parata

The Parata logo features the word "Parata" in a bold, blue, sans-serif font. Below the letters, there is a horizontal line of small, blue, upward-pointing chevrons or dots.

Parata Systems provides pharmacy technology packaging solutions. Founded in 2001, Parata offers an extensive pharmacy automation portfolio, building and supporting both vial-filling and pouch packaging solutions.



Durham, NC, USA



<https://parata.com/>



(888-727-2821)

Technology:

Parata's pouch packaging technology (PASS) assists independent and close-door pharmacies with pharmacy automation and makes it easy to customize pouches.

PASS Packs simplify adherence for patients, giving them the confidence to take control of medication compliance. The easy-to-read packs clearly state the **medication, dose, and time of administration**.

When patients enroll in a PASS adherence program, they transfer all their prescriptions to one pharmacy and increase their refill rates.

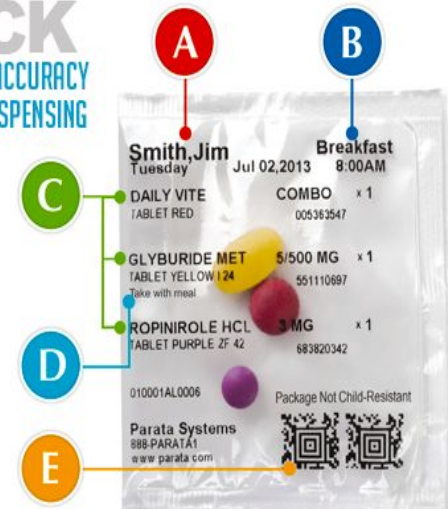
Parata

Unique offerings

Pouch packaging improves accuracy, reduces medication waste, and offers the flexibility to serve multiple facilities with ease. Preparing blister cards is either manual, increasing the chance for error, or slower with blister automation. Skilled nursing facilities that have switched to PASS packs prefer the speed and accuracy PASS provides. They offer the premier line of high-speed automation solutions to ensure safety, accuracy, and efficiency in every pharmacy setting. They provide workflow solutions using the PASS Software platform

PASS PACK OFFERS CONSISTENTLY HIGHER ACCURACY THAN MANUAL PROCESSES IN DISPENSING

- A** Patient name
- B** Time of administration
- C** Medication names and strengths
- D** Directions
- E** Optional bar code for bedside scanning



References

1. parata.com/solutions/pouch-packaging/
2. parata.com/ways-to-customize-pass-packs/

Potential Next Steps

Topic	Question	Report
Near-Term Developments from Industry and Start-ups	What ideas/products are currently being planned from other (specific) companies?	Intelligence Brief 2
Innovations from Academia	What innovations from the academic sector may be leveraged in order to thrive in this space?	Intelligence Brief 3
Deep Dive into Key Tech	For the technologies of interest identified, what are the pros and cons relative to the desired point of market entry?	Intelligence Brief 4
Data Analysis and Final Recommendations for Summary Report		

About the Authors



Marija Jović

PreScouter

Professional Summary:

Marija has been a Project Architect with PreScouter since January 2015. She finished her Master's degree in Chemical Engineering from Belgrade University and completed her PhD in Organometallic Chemistry and Catalysis at the Swiss Federal Institute of Technology (ETH Zurich). Marija's academic research was focused on understanding reaction mechanisms in order to rationally design catalysts for polymerization and metathesis reactions. Prior to her PhD, Marija worked in the chemical industry on the synthesis of new textile dyes.

Research Background:

Polymer Chemistry and Engineering, Materials Science, Catalysis, Innovative Technologies

About the Authors



Gauri Pathak

UNIVERSITY

Professional Summary:

Gauri holds a PhD in Integrated Marketing Communications and Marketing Semiotics. She is an advanced Google Analytics Certified Professional and has published articles in national and international journals as well as authoring a book on branding.

About the Authors



Thuy Ngo

Konkuk University

Professional Summary:

Thuy Ngo is currently a freelancer living in Maastricht, Netherlands. She was born in Vietnam and completed her Bachelor's degree in Biotechnology at Natural Science University in Ho Chi Minh City, Vietnam. She has since proceeded to pursue graduate degrees followed by a research fellowship in the field of Protein Biochemistry and Structure at Konkuk University, Seoul, Korea. In 2016, thanks to Maastricht University Holland High Potential Scholarship, she came to the Netherlands to earn her Advanced Master's in Intellectual Property Law and Knowledge Management at Maastricht University. Thuy is a sci-fi series lover, as she is fascinated by innovations. She joined PreScouter to be exposed to the innovations that industry and society need as well as to learn about business. She is interested in working in the field of Technology Transfer, Consulting, or the like, where she can work on the interface between science, business, and intellectual property law.

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