

# Partnering With Oliver Healthcare Packaging to Design New Packaging in Record Time

## BUSINESS CHALLENGE

A medical device company recently approached Tommy Smith, PhD, Oliver's technical leader in Europe, with a request to develop a packaging solution under a tight deadline—just 4 months, which was largely driven by their product acceptance testing timeline. As a start-up company, the development of the product itself had consumed a large portion of time, which impacted the time required to develop a complete packaging study. Packaging design and material selection are always critical to ensure a successful product launch.

## OUR SOLUTION

During our first meeting, the customer briefed Tommy and his team about the packaging requirements, providing drawings as the actual device was not yet available. Working out of Oliver's technical development centre in Ireland, in collaboration with various product specialists in our Anaheim, California facility, the team set out to design a full packaging solution, which included an HDPE CleanCut Card, pouch, shelf carton, and shipper. We were able to deliver initial designs to the client within days so they could properly assess the solution. Modified samples were delivered within two weeks!

During our second meeting, the customer brought the device to the tech centre to physically test for form, fit, and function. After some small adjustments, Oliver was able to deliver new samples to the customer. The entire process was completed with just three design iterations prior to full approval.

## RESULTS

Having a technical centre made the process quick and flexible considering ideation, design, and prototyping all occur under one roof. The customer even placed their packaging order well in advance of their testing deadline.



For questions or concerns, please contact us.

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