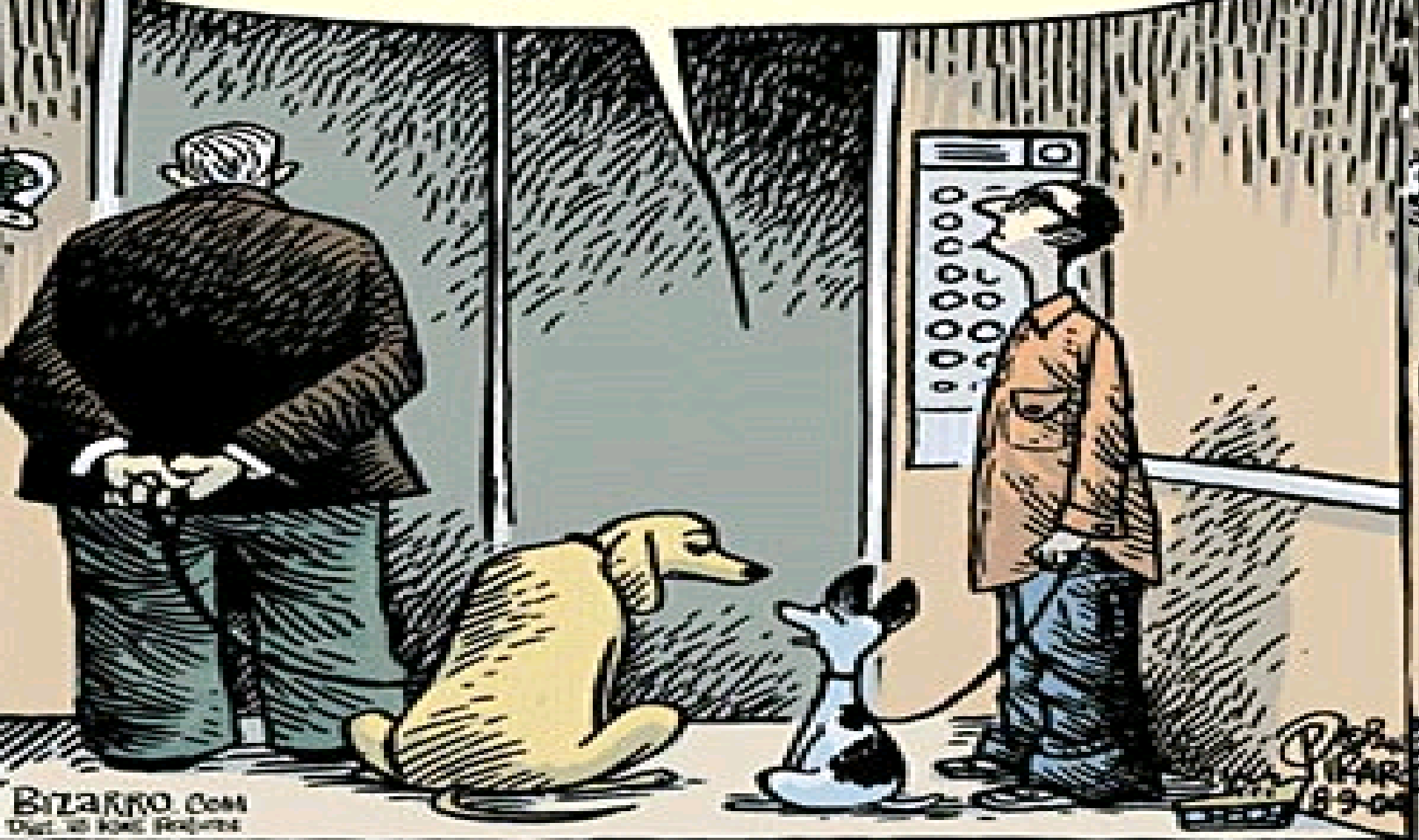


appetizing innovation

product and packaging development for food

Collaborate • Create • Design • Innovate

You get in this room for just a few seconds & they change the whole world outside.





- Why should something that was good 2 years ago still be okay now?



- If you always do what you've always done, you'll always get what you've always got



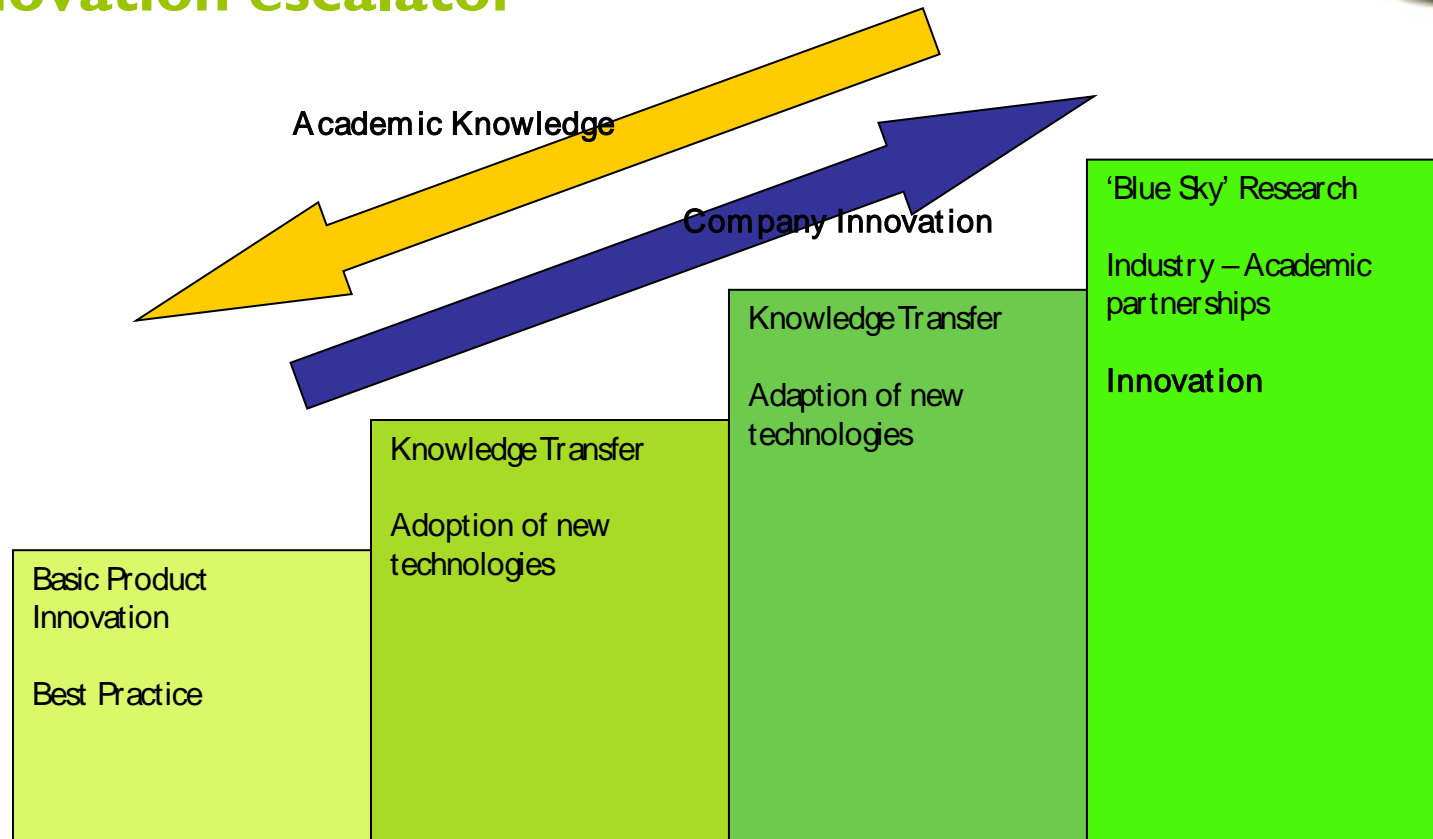
Innovation is.....?

- Innovation: nothing is ever quite good enough
Foo.goo sandwich pack, December 2007
- The successful exploitation of new ideas
Department for Business Enterprise and Regulatory Reform
- **Creating and implementing ideas which add value**





Innovation escalator





£



- It's risky
- Mitigate this.....
- 60%



The whole is greater than the sum of the parts



Supported by



The Region's
Development Agency

designfutures

product and packaging innovation



Sheffield
Hallam University

SHARPENS YOUR THINKING



regional
food
group



Packaging Innovation Surgeries

“What is new is the general realisation that packaging innovation is crucial to deliver sustainability for the sector and a company’s own corporate responsibility”

IGD

designfutures

product and packaging innovation





Clearview

- New product design and development offering
- Making things differently.....

regional
food
group



- “By joining forces with Appetizing Innovation to substantiate the health promoting properties, we can focus on application areas”

Ulrick and Short





- “Very responsive to our need and the exercise proved extremely useful”

Dalepak



**Sheffield
Hallam University**

SHARPENS YOUR THINKING



- “I’m really excited by the expertise I’ve been able to tap into. It will bring my business 2 or 3 years forward by sparing me the mistakes that I might have made on my own”.

Bridget Kelly's Handmade Chocolates

regional
food
group



www.appetizinginnovation.co.uk

appetizing
innovation

product and packaging development for food

Collaborate • Create • Design • Innovate