

Adhesive Packaging Design Contest Henkel

Winning design idea of the contest



- 385 Designs
- 1,042 Members
- 7,151 Evaluations
- 2,938 Messages
- 3,446 Comments

Adhesives are products with a wide range of industrial and domestic applications. For domestic consumption glues are usually sold in tubes, as sticks or in bottles. Through intensive research, adhesives are constantly developed further becoming stickier, faster drying, environmentally friendlier, increasingly odorless etc. Henkel is constantly innovating on the packaging in order to improve the handling and the user experience of adhesives.

The Challenge – Creating Something New

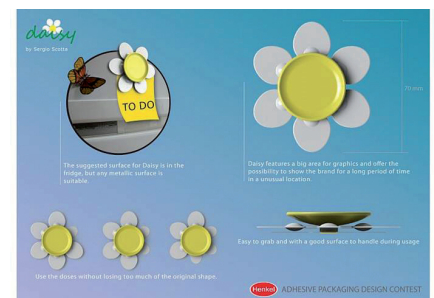
Problems related to adhesive packaging often concern the dosage and application of glue, the mixing of different adhesive components or the opening and closure of the packaging. Henkel recognized that packaging is an important factor contributing to the ease of use of glue. The company therefore sought innovative design ideas to tackle this challenge. The designs needed to contribute to solving above mentioned problems while being practical and appealing as well.



Jury discussing the different designs



Another great idea that convinced the jury



"I didn't know what to expect from the contest, as I had never done anything like this before - it was a completely new experience for me. To be honest, I was surprised about the number of people who have joined the contest.

In retrospect, I am sure that if we had done it only two weeks longer, it would have included the whole world. It was a great learning that a contest is such a powerful tool."

<http://www.packdesign-contest.com>

MICHAEL BECKER, DIRECTOR PACKAGING MANAGEMENT ADHESIVE TECHNOLOGIES, HENKEL AG

The Solution – Calling for Ideas from all over the World

Aiming to leverage the power of the crowd Henkel teamed up with HYVE to create an online contest challenging designers and interested users from all over the world to submit their ideas for better adhesives packaging. This open innovation approach enabled Henkel to collaborate with a large global pool of designers instead of internal resources only. Still, experts from within the company engaged in the process by commenting on the submitted designs. This exchange with internal experts helped participants to improve their designs which eventually increased the quality of submissions.

Furthermore, open innovation stimulates out-of-the-box thinking and the creative exchange among participants. To secure the intellectual property of participants and provide them with a community-like environment, ideas were only accessible for registered users. Participants quickly identified with the community and started helping each other to enhance ideas.



The Success – Innovative Packaging Solutions

The contest proved to be a great success. Through the contest Henkel collected 385 designs from 1,042 contest members. A total of 7,151 evaluations, 3,446 comments and 2,938 messages sent between the participants indicate the high activity-level of the community. Jury members were pleasantly surprised by the large number of high quality designs which were often created using advanced design software. Not only were the submitted designs brilliant, but the contest also created awareness for designers and creative brains from all over the world.

A jury containing of Henkel executives, design professionals and academics evaluated the submitted designs. Evaluation criteria included sustainability, creativity, convenience, performance and aesthetical appeal.

Reflecting the wide reach and diversity of the contest the winning design called “Glue drop” was submitted by a participant from El Salvador. His idea consisted of simple packaging with a kind of thimble which can be used to apply the glue.

Second winning design called “Epoxy Vial” was designed for the domestic use of glue where only a small amount has to be applied to a precise point. The contestant from Singapore provided a very smart and user – friendly solution.

As incentive Henkel offered monetary prizes of 5,000€ in total, 3,000€ being awarded to the first winner, 1,500€ to the second winner and 500€ to the third winner. In addition, a special award consisting of an iPad and a Henkel goodie bag was given to the most valuable participant of the contest.



Winning design idea of the contest

“We are always looking for innovative and breakthrough solutions that will make our products better performing, easier to use and more sustainable. So I am very curious to see which out-of-the-box ideas will come out of this contest!”

GUY BOONE, CORPORATE VICE PRESIDENT,
INTERNATIONAL MARKETING & PRODUCT DEVELOPMENT, HENKEL AG

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