

A PASSION FOR PACKAGING

DISHWASHING & RINSE AIDS



TricorBraun is one of the largest packaging suppliers in the dishwashing category with more than 40 locations worldwide. We can help you source or design the right packaging for your needs and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

When sourcing and designing packaging for you, we consider how the product will be used and sold, such as through e-commerce. Whether you are a brand or private label manufacturer, we will find the right fit for you with rigid or flexible packaging.



Consumers are looking for new dishwashing and rinse aid products that have:



Modern Fragrances



Brilliant Shine



Powerful Grease Removal



Botanical/Herbal Ingredients

WHAT TRICORBRAUN CAN DO FOR YOU

DREAM & DISCOVER



Lifestyle trends
Brand objectives
Purchase drivers
Packaging format

DEVELOP & SOURCE



Stock components
Custom solutions
Deco and labeling
Supplier selection

DISTRIBUTE & MANAGE



Global footprint
Managed inventory
Logistics and service
Reduced complexity

DELIGHTFUL EXPERIENCE



Quality assurance
Speed-to-market
Smarter solutions
Limitless options

HOW DO WE DEVELOP CONSUMER-PREFERRED PACKAGING?

At TricorBraun, we follow a proven development process to design your packaging that attracts consumers at point of purchase and meets their needs.

Kick-off Project



Consumer & Market Insight



Package Development



Product Engineering



Design Validation



Commercialization



Execution and Evolution



TRICORBRAUN SUCCESS STORIES

Ask us about our category success stories.

TRICORBRAUN®

LEMI SHINE
Concentrated Liquid Dish Soap

Household Chemical

Disruption at its Best
TricorBraun Outperforms Consumer Expectations with Package Engineering for Lemi Shine

Household Chemical

opportunity. Further, the Lemi Shine brand is firm on "Products that get the job done better, with plenty of peace of mind and the appropriate chemicals."

In an estimated \$3 billion dollar category, \$1.7 billion belongs to liquid dish soap. The search for an exciting opportunity until you stop and think about the long history of brands that have dominated in dishwashing and dishwasher products. "We're smaller, we wanted differentiation and we knew we had to work with the best to get there," says Lemi Shine Marketing Director John Queney. The goal on to say, "We're a challenger brand, we are building momentum and brand awareness is increasing. The first innovation or MVP takes place in the store so we have to do a lot at the shelf. We know that along with the performance of the formula, the engineering of the package would play a huge role in the success of gaining retail interest."

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—John Queney, Marketing Director, Lemi Shine

The initial idea that Lemi Shine had for the design came inspired by other forms found in health and beauty aids. The bottle was to contain 22 fluid ounces, just slightly over the standard 12.6 ounces. The design would be used for three SKUs including liquid dish concentrate, sink and hand soap and gentle on hands with olive and aloe. Design engineering objectives were developed around the following ideas: an invertible bottle that was sturdy, a leak-proof closure with a lock-back feature, practical one-hand control, a more sustainable cap, control of flow, full evacuation, a counter-worthy design and a clear bottle.

The inventive bottle needed to be sturdy with a leak-proof closure and dispensing system plus a lock-back feature that would allow

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TricorBraun.com



Let's get started.

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