

Innovation Academy

DELMENHORST & LÜNEBURG, GERMANY

17 - 18 NOVEMBER 2021



An **exclusive** event to co-create **new sustainable packaging concepts** through sophisticated innovation principles and tools with Blue Box Partners, H.B. Fuller and Board of Innovation.

What is your customer's challenge?

- ▶ How can I **bundle products** without plastic shrink wrap?
- ▶ How can I replace **plastic tear tapes** by a more sustainable alternative?
- ▶ How can I tackle the new **Amazon's Frustration Free Packaging Guidelines?**
- ▶ How can I ensure **pallet stability** without plastic film?

Which concept could solve it?



TIMELINE

Intake call
OCTOBER

From customer problem to initial
solution, prototype & business case

IN 2 DAYS

Concept
refinement
Q4 2021 / Q1 2022

