

Delivering innovation and intelligence in product design



Unilever

www.unilever.com

Unilever is an Anglo-Dutch multinational consumer goods company co-headquartered in London, England and Rotterdam, Netherlands. Its products include food, beverages, cleaning agents and personal care products. It is the world's third-largest consumer goods company measured by 2012 revenue, after Procter & Gamble and Nestlé.

An initiative is on going at Unilever to define and reel out a new design approach driven by CAE for the packaging design. Packaging must fulfil many roles throughout the lifecycle of the product, roles that vary significantly depending on the target region, product and consumer driven requirements. In addition to cost, sustainability is a big driver for reducing packaging material, and considering new recyclable options. The technical challenges are many, ranging from capturing complex material response to capturing the process behind accessible user interfaces that can be deployed in a richly varied global business. Unilever is committed to yielding the greatest value from the design technology through employing it as early as possible in the product development cycle. To ensure accuracy of the predictions, materials need to be characterised at a level of detail previously reserved for detailed research activities. Detailed predictions of primary, secondary and tertiary packaging performance are made possible through use of advanced simulation technology. Design optimization is then employed using the modelling as a virtual testing ground for design variants. The approach provides clear design direction, an opportunity for wider experimentation, helps to improve performance and reduces uncertainty in the development process.

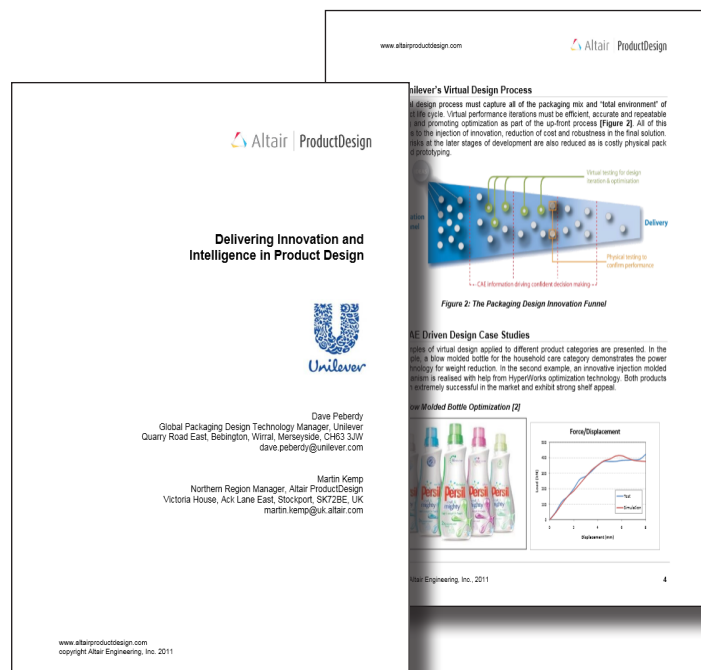
Simulation and Forecasting Technology role

Packaging design, sustainability assessment, product life cycle consideration, accuracy of the prediction, virtual testing.

Sector

Food & Beverage

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The image shows a preview of a case study document titled "Delivering Innovation and Intelligence in Product Design" by Altair ProductDesign. The document features the Unilever logo and contact information for Dave Peberdy and Martin Kemp. It includes a diagram of the "Packaging Design Innovation Funnel" and a graph titled "Forma/Displacement" showing performance metrics. The document is dated 2011 and is copyrighted by Altair Engineering, Inc.