

CASE STUDY: WINPAK

How to do you turn an 'unclear' challenge into a top-ranked product? With a break through!

WINPAK

Winpak is a leading international food packaging manufacturer with twelve facilities in North America. They manufacture and distribute high-quality packaging materials and innovative packaging machines. It's safe to say, if you've ever bought food, they've probably made some of the packaging it comes in.

THE CHALLENGE

In the food packaging business clarity is everything. Winpak saw an opportunity to make its key product, a clear packing film, even better. They wanted to increase its performance in three ways: reduce haze, and increase clarity and gloss.

This clear film is a big deal. It's a staple product for Winpak, and there was a danger that they would lose ground in the very competitive market if their product wasn't top-notch.



THE INVISION BREAK THROUGH

By working with the Winpak leadership team to define and clarify the challenge, and, figure out the subsequent (big!) opportunity, the inVision team helped set the stage to solve the 'right' problem. A cross-functional team of employees was formed, and they ran through a number of idea generation and validation sessions focused on developing breakthrough ideas that would ultimately address their key challenge.

As top ideas were further developed, plans were put in place to test, validate, and launch the top solution.



THE RESULT (DRUM ROLL PLEASE...)

The wonderful Winpak team re-established the organization's competitive edge and removed the barrier to growth. Boom! On two of the three measures (remember, they were haze reduction, clarity, and gloss), the product now performs better than the competition with 31% and 43% measurement increases respectively. On the third measure, the product is of comparable quality to the competition with a 9% measurement increase.

As a result, these gains have propelled Winpak from an overall specification ranking of 4th to 1st in this product market.

(Cue Jimmy Cliff singing, "They can see clearly now, the haze is gone...")

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