

Client Reference: FIS

We are working with an international design and development company seeking technologies to allow customisation of products on demand, with a focus on the use of flavours / aromas. Leading brands are increasingly looking to the use of aroma/scent to not only enhance the sensory experience for the end-user, but for marketing, to distinguish products from competitors and build brand loyalty. This includes personalising the product so it stands out in a retail environment, and in this instance allowing the end-user to determine their own level of flavouring, fragrance or seasoning.

The client therefore seeks an **efficient 'infusion' or dispensing technology capable of imparting one or more volatile flavour/aromas to a product when triggered by the end-user.**

The preference is for a simple, unpowered component that could be placed inside the package as an insert, with a simple activation or trigger mechanism (a food example could be flavouring sachets applied to snack products). However, the client is also happy to consider an external and discrete, powered device / component (either fitted to the outside of the package or as a separate accessory / diffuser) that can be used to infuse products off-line, on an ad-hoc basis. In this case, electronic technologies can also be considered (a household example could be a customisable fragrance plug-in device).

The technology must be able to:

- 'Infuse' a variety of flavour/aromas into the contents of a pack
- Manage up to three discrete flavour/aromas and infuse them separately, or in combinations of any two, or all three together, dependent on user preference
- Allow unfettered, occasional user access to the pack
- Provide complete 'seasoning' of packed product within 0 – 24 hours
- Demonstrate safe, ideally food safe, credentials (so allowing use in cosmetic and food products)

Appropriate technology may be found in the following industries/products however this list is not intended to be either exhaustive or limiting: -

- Aerosol / air fresheners / air management / atomisers
- Perfumery and cosmetics
- Dispensing and dosing industries
- Pharmaceuticals and nutraceuticals
- Snack / confectionary
- Dehydrated / rehydrated foodstuffs

Our client is currently in the exploration / proof of concept stage and therefore innovative approaches are particularly welcome. It is the intention to prototype various implementations and therefore a willingness to work with the client is important.

Suppliers are invited to provide introductory product information for review. Companies that are currently developing technology or end-product that could be suitable for this requirement are welcome to share what non-confidential they can, for review by the client. Please send preliminary non-confidential information on any proposed opportunity to – Diane Kolonko on diane@strategicallies.co.uk