



interpack 2005:

Technology Scouting for New Product Development

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Bridging the gap to process technologies is essential for the new product developer. For very innovative products, the problem is even bigger, since there will be no ready technologies available. So intensive discussions with various suppliers of different technologies must be carried out by experienced product/process developers to explore which options can successfully be adapted for the new application, at an acceptable price and under advantageous conditions for the manufacturer. Outsourcing and co-production options should be reviewed at this stage too.

These initial phases in technological development are very time-consuming and require a high level of skill and technological understanding of raw materials, product, process and sometimes also packaging. International equipment exhibitions are an efficient place to start such a Technology Scouting.

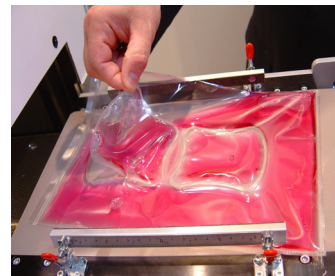
We just had some excellent experiences at the Interpack 2005 with our Technology Scoutings for our customers. Over the years, the interpack has grown into a specialised process technology fair for certain conventional food sectors (e.g., sugar and chocolate confectionery, bakery and wafer technology) as well as pharma technologies now being used in innovative and functional foods (e.g., tableting, spheronisation, encapsulation and time-release processing of active ingredients).

Thus in a short time we reached many alternative suppliers, discussed pros and cons of different technologies, double-checked questions, confirmed or discarded information, explored co-production possibilities, etc. And very importantly: established a direct link with the respective application technologists of the equipment companies. This will facilitate further process development communications and save on extra visits that would otherwise be needed (i.e., increased efficiency at lower time and costs).

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Rigged jacketed cups for MW foods

Key to Suppliers: 1. APV Baker; 2. Sonotronic; 3. Bornemann Pumps; 4. Huhtamaki

FOODLINK FORUM is the independent Product and Technology Scouting specialist for product development in Europe. Assists companies globally. For questions, contact Dr. C. Kühn, info@foodlinkforum.com, Tel. +(31) 317 421868.