

Case study

# **LINDAL's development with Kingfisher results in prestigious red dot award**

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LINDAL Group and Kingfisher have worked together to co-develop a bespoke product that has picked up the prestigious red dot award in the Sealant Applicator & Tools category.

Kingfisher initially approached LINDAL with the desire to create a new product that was sustainable and produced the minimum amount of waste. In order to fully understand Kingfisher's requirements LINDAL organised a two-day design workshop to kick off the project and get a full understanding of what elements needed to be included in the product.

The two-day design workshop started by outlining the key requirements for the product and then worked through multiple ideas, cultivating in printing several 3D samples and finally agreeing on a functional and aesthetic design to move forward with.

The product that was designed was a three-part applicator that would be sold separately, as a standalone product. A nozzle is provided on the side of the can which upon use is attached to the top of a LINDAL high delivery valve on the can. The reusable actuator then easily screws onto that can, making the product ready for use.

Following on from the session the design was put into the standard LINDAL launch process in order to fully test and validate the design that was proposed. Consumer feedback was also gathered to validate that consumers are happy purchasing the standalone applicator as a reusable option. The product finally entered into full scale production and has been introduced to the market earlier in the year.

The product has received some very positive feedback, both from consumers and also from the red dot award jury, who recognised Kingfishers product following their entry.

Louise Gordon, Product Sourcing Manager at Kingfisher said: "We are really happy with the development process we went through to develop our new product. The team at LINDAL listened to our key requirements and we worked together to come up with a sustainable solution that we believe will be extremely beneficial for consumers. We are glad that the feedback has been so positive and that Kingfisher has received this red dot award."

Jean-Marie Poppe, Managing Director of Altachem added: "This project is another great example of how we work in partnership with our key customers to produce new innovations that meet our customer requirements. We think that this new product has some great sustainability qualities, and we look forward to hearing about the success of the product."

[Further information on the award win can be found here.](#)

## About LINDAL Group

LINDAL Group is a worldwide leader in the design, manufacture and sale of valves, actuators and spray caps used in aerosol products. The Hamburg, Germany-based company has more than 60 years of experience with innovative dispensing solutions for the cosmetics, household, pharmaceuticals, food and technical industries.

The LINDAL Group is represented by subsidiaries and licensees in more than 15 countries throughout Europe, Asia and The Americas. The company is renowned for its innovative designs, which deliver optimal functionality and return on investment. As a result, LINDAL packaging solutions are the choice of the world's most prestigious and trusted brands.

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