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R&D - LEVERAGE INTEGRATED SOLUTIONS CAPABILITY SHOWCASED AT NPE2009

From “conceptuals”... to full production molds...ingenious new products...and building brands with its new industry paradigm – see it all at Booth S-20089...

CHICAGO, June 22 – The benefits of the brand-building linkage of R&D and Leverage – which recently introduced world-class package manufacturing *and* product design, under one roof – can be explored, for the first time, at NPE2009: International Plastics Showcase, Booth S-20089, June 22-26, here at McCormick Place.

First announced less than a year ago, the enhanced, one-stop configuration of the new R&D/Leverage full service plastic packaging solutions capability begins with conceptual designs and then extends to retail and consumer audits, prototypes, unit tool development - to full production molds. The RD/Leverage union provides exciting new capabilities that have been recognized by brand owners and converters alike, throughout the world.

“We’ve anticipated the future of our industry and created a holistic approach to integrated, plastic packaging solutions that is unlike any other,” said Rex Luchtel, CEO of R&D. “In partnership with our customers, we deliver powerful, brand-building packaging that creates retail excitement, absolutely delights consumers, accelerates time-to-market and moves the sales needle.

“That’s why visitors to our booth S-20089 here at NPE2009, many of whom have read and heard about our new capabilities in recent months, will see an exciting range of end-user products,” Luchtel said. “We offer the whole package because we see a new future for our industry and we’ve made a worldwide commitment to integrated plastic packaging solutions. For brand owners and converters, our approach is more valuable than ever, given today’s marketplace challenges.”

Last summer, in anticipation of growing demand for one-stop, cutting edge product design and mold manufacturing, R&D and Leverage created interlinked resources to develop real-world, readily-manufactured packaging solutions that help sell products and accelerate time-to-market. Markets include food and beverage, home and personal care, healthcare and others.

(more)



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The reconfiguration of the firm's U.S. facility was quickly followed by the creation of its new Product Solutions Lab (the PSL) in the United Kingdom. According to Alan Tolley, Managing Director, R&D UK, the PSL capability is the latest in a series of expansions and enhancements designed to benefit converters and brand owners throughout the UK and EU and further extends the expansion of the R&D/Leverage component. "Today, R&D Integrated Solutions represents a complete product solutions package," said Tolley. "Working in partnership with our customers, we provide the sales, technical, manufacturing and after sales support required in the present hugely competitive marketplace environment."

"This global capability takes our services to a new level, which truly delights our clients, some of them being the most demanding and advanced consumer product producers in the world," Luchtel said. "We are much more than superior tool makers, molders and manufacturers – we have the complete industrial design piece too, all available within one company."

One example of the firm's dynamic approach to package design and manufacturing is the new jar designed with an easy scoop contoured shape for viscous products, ingeniously sculpted to match the contour of the standard butter knife blade. The sleek, sensual package will be exhibited at NPE2009.

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ABOUT THE COMPANY

R&D, Integrated Solutions in Plastics, is recognized as one of the world's leading suppliers of tooling for the food, beverage, home, personal care and healthcare industries. With offices in the Kansas City, Missouri metro area and in the United Kingdom, R&D is a full-service plastic product solutions company. From idea, to tooling, to manufacturing, the company's packaging solutions support the branded product. Services include full mold manufacturing for PET tooling, IBM tooling, injection molds and a full range of support functions that include sampling analysis, mold maintenance, contract molding and processing assistance.

Leverage, Integrated Industrial Design, is R&D's full service consumer packaging design component, located in a separate facility within the R&D campus. Leverage's four-pronged range of services includes upfront research (retail audits, trend and color study, ethnographic research, consumer brainstorming); concept development (story boards, feasibility studies, digital prototyping, graphic design and branding); validation (online design, model making) and implementation (prototype molds, mold sampling and low-volume production).

(Editor's note: for a phone, or in-person interview at NPE2009, contact Robert Schiavone, R&D at 816-525-0353 rschiavone@rdleverage.com or visit the company online: www.rdleverage.com)



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