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When Technical Meets Creative

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integrated industrial design

integrated solutions in plastics

With Us, Ideas take shape

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R&D/Leverage® Blends Expertise, Offers Packaging, Branding Solutions

by JESSE BOTMAN, Contributing Writer

When Technical Meets Creative.

R&D, Integrated Solutions in Plastics, a company that many knew as R&D Tool & Engineering, has re-branded and redefined itself.

The new image serves to highlight a portfolio of services that reach beyond the manufacturing of high-quality blow molding, injection molding, and silicone molding tooling. It has also created interlinked but separate environments at its Lee's Summit, Missouri, base to offer one-stop mold manufacturing and product design in tandem with Leverage, Integrated Industrial Design.

"We have adopted this new integrated approach to create designs that are true to the brand essence and enhance production," states Chief Executive Rex Luchtel.

"We offer a left brain/right brain solution. It's the final piece of the puzzle for brand owners searching for quality packaging solutions that build equity and move the sales needle. That's why we now say, 'with us, ideas take shape.'" Luchtel adds.

More Than Tooling

This is put into perspective by Global Marketing Director Robert Schiavone by aligning it with his company's marketplace position.



"We are not just a tooling company, but a full-service packaging solutions company," Schiavone notes.

The Leverage approach means that brand owners can come to us as a one-stop design house knowing that their packaging manufacturer will be able to handle every idea that it creates.

"We are changing the way the industry looks at package development and mold manufacturing, and changing the way the industry does business," he adds.

"It's moving a high-end tool manufacturer further along the product development process to a point where both converters and brand owners will be able to partner with us. This is the first of its kind in this business, and it's for the U.S. market as well as global opportunities, with our manufacturing facility in the U.K.," Schiavone adds.

The heart of the change is the creation of a new industrial design facility—Leverage, Integrated Industrial Design.

"It enables all of the elements within R&D to become involved in a project at an earlier stage and defines the company as a full-service industrial design house."

Disruptive Innovation

The company is pioneering the "idea to tool" concept for increased speed to market.

"Aligning stakeholders is at the core of our approach," states Corwyn Strout, Creative Director of R&D's Leverage unit.

"This enables us to understand and design for the consumer, make miracles happen on the manufacturing floor, and validate the product creation with qualitative and quantitative research," adds Strout.

"At Leverage, we are firm believers that you don't have to sacrifice creativity and



R&D/Leverage Waste Free dispenser for viscous products—now available to Brand Owners.

brand equity for a buildable design, but that the two push each other to the undiscovered solution," Strout adds.

Leveraging upfront marketing and design research with a cross-pollination team offers increased speed-to-market results. One of the company's key strategies is involving technical expertise from the onset of new-product development in conjunction with innovative industrial design services.

With offices in the Kansas City, Missouri metro area and in the United Kingdom, R&D is a full-service plastic product solutions company.

Services include full mold manufacturing for PET tooling, IBM tooling, injection molds and a wide 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. Services include industrial design, consumer validation, consumer insight, retail audits, graphic branding, and package prototyping. ■

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