

# Simplifying design for all

A closer look at LINDAL Group's 3D Aerosol Configurator, created to open up the world of packaging design to its customers



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**W**ith its recently launched 3D Aerosol Configurator, LINDAL Group has revealed plans to change the packaging design process for the better. To further understand the tool, how it features in the company's global strategy, and gain customers' views with pre-launch access, *World Aerosols* spoke to Kashif Choudhry, LINDAL's head of marketing, Federica Naso, head of sustainability and innovation at Cosmosol, and Adrian McCretton, chief scientist at kdc/one-Swallowfield.

## What is the 3D Aerosol Configurator?

**Choudhry, LINDAL:** The configurator is an online tool that allows users to create a complete aerosol packaging concept in 3D within one minute. Users have access to LINDAL's full range of actuators, including various spray and overcap options. They can combine the actuator with the most commonly used aerosol can types, customise the colours and apply their branding artwork on the can to instantly visualise the final packaging. Users can then download high-resolution visuals, save their 3D model to access and edit later, and finally, share the 3D packaging with customers and colleagues via a read-only link.

## LINDAL produces actuators and valves, so why create a tool that includes aerosol cans?

**Choudhry, LINDAL:** We have always adopted a solution-oriented approach to everything we do; this helps us step away from being perceived simply as a provider of packaging components. LINDAL delivers an extensive range of associated services from lab testing, training, onsite filling support to manufacturing equipment. The configurator further complements this value proposition by allowing customers to quickly evaluate full packaging options at the very early stages of their design activities, swiftly bringing new packaging designs to life and shortening time to market.

## Why now?

**Choudhry, LINDAL:** We have been evaluating how we can leverage online technology for some time now. The configurator was the next logical step in the response to the growing demand for online tools. Current social distancing, travel restrictions and the pandemic's impact on global courier activities has heightened the relevance of this tool further by supporting online interactions and limiting the requirement for physical samples.

## What key pain points of the design process has the configurator addressed?

**Naso, Cosmosol:** At Cosmosol, we have the support of an external graphic agency to produce renderings of our customer products. The configurator will be really helpful as it will allow us to avoid the rendering phase that we usually outsource. This will save both time and money.

**McCretton, kdc/one Swallowfield:** The design challenge for us is that we work with a range of clients, from multinationals to brand owners and start-ups, all with products in many different sectors. When it comes to understanding the possibilities of what an aerosol can achieve, there can be some knowledge gaps. This is where the configurator steps in, as we can demonstrate 3D models to our customers who are often very 'visual' in their approach.

## How easy is LINDAL's 3D Aerosol Configurator to use?

**Naso, Cosmosol:** Although it's in the early stages, the configurator seems really easy to use. It works with different browsers and has intuitive functionalities.

**McCretton, kdc/one Swallowfield:** It's pretty intuitive, simple to pick up and it's great that I can use the images for my presentations. It is also handy to use as a live tool on shared screens. I'm confident our teams will be able to use it straight away.

### What is the most useful feature of the configurator?

**Naso, Cosmosol:** The ability to visualise LINDAL's complete actuator portfolio and combine it with a large selection of aluminium and tinplate cans allows us to create realistic 3D models.

### McCretton, kdc/one Swallowfield:

The most useful aspect of the configurator so far has been the timing, allowing us to communicate effectively with our customers during the pandemic. It's ideal to use the images for presentations too. Previously, we would have had to work with a busy design team with longer lead times, so this will save some time and allow us to work live.

### LINDAL claims that the tool will help to improve the time-to-market for new packaging designs. How?

**Naso, Cosmosol:** The configurator will help us to reduce the packaging selection phase

as it will limit the sampling process to shortlisted options.

**McCretton, kdc/one Swallowfield:** I would say that it has made the process of bringing the product to market easier as it cuts out a lot of complexity involved with the selection of products. For me, it provides added value as we can access LINDAL's portfolio easily, which helps to engage brands to use aerosols.

### How significant do you think a tool like the configurator is to the progress within the industry?

**Naso, Cosmosol:** This tool could be a significant milestone; the use of informatic technology in our industry could support sustainability by limiting the requirement for physical samples.

**McCretton, kdc/one Swallowfield:** I am not aware of other live tools like this for aerosols and see it as a definite step forward. It's great to be able to introduce the concept of what an aerosol would look like to new brands.

### How did the 3D Configurator concept come to fruition?

**Choudhry, LINDAL:** Firstly, we really did

our homework to understand the most important factors for customers. We carefully listened to their feedback and thoroughly analysed the process so we could bring the most essential features to the market as quickly as possible. This feedback has been instrumental to the overall structure of the configurator. Over the last few months, we've dedicated additional resources and technical experts to the project to ensure it fully delivers. We believe the configurator and its use in the sector will support our existing reputation for investing in innovation to set industry standards.

### What can we expect from the configurator in the future?

**Choudhry, LINDAL:** We will continue to actively listen to customer recommendations to further enhance the functionalities of this tool. We are already working on a secure and confidential access area where we will be able to share exclusive innovations as well as bespoke customer designs, including those in the early stages of development. We believe the tool will become a further valuable addition to the service offering that we can provide for our customers.

**For more information:**  
Visit: [lindalgroup.com](http://lindalgroup.com)

## 3D Aerosol Configurator

