

Product – Packaging Development Process: A Proposal Oriented to Sustainability

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The product and packaging development process is a complex task for organizations and professionals who are involved. Every day it becomes even more challenging, since the contemporary times require more actions for sustainable products and processes. It was found that the models of product development in the literature and adopted by companies are not entirely appropriate, as they do not integrate the packaging and sustainability aspects since the early stages of the process. Assuming this as a problem that requires a scientific research, a study has been developed aiming to answer two basic questions: How and where to incorporate sustainability strategies in the proposal of PDP(Product Development Process)-added to packaging in order to increase the possibilities for product-packaging more sustainable at the end of the process? How to integrate information and methods of PDP (Product Development Process) and an existing PkDP (Packaging Development Process) in order to bring smoothly to a single process? In order to come to an answer to these questions, a research methodology was used with a literature review, a field research with 20 companies of consumer goods and interviews with 14 experts from the industry and academics. The information obtained from literature review and field research has generated requirements for the construction of the proposal. The developed SPPkDP (Sustainable Product-Packaging Development Process) proposal is represented by a visual unit. It integrates the packaging as well as aspects of sustainability (social, environmental and economic) to the PDP from the early stages of the process and consists of three macro-phases: planning (2 phases: Strategic Planning SPPk, Project Planning), Development (five stages: Informational, Conceptual, Detailed, Pilot Lot and Product Launch) and Monitoring (two phases: Monitoring and Removal). The proposal is represented by a graphic, as well as the dependency between the activities of each phase. It also presents a detailed table for each stage of the process, containing five elements: inputs, activities, tasks, tools and outputs. Sustainability tools selected for the model are written in different color. The proposal was evaluated by experts to verify it meets the eleven criteria proposed to be considered a good model. The results confirm that it met these criteria. It is based on the results that the proposal can be applied in companies of consumer goods.