

Press release

December 09, 2021

Developing new products using an agile process

Faller Packaging focuses on customer needs in product development

The path from the first idea to market maturity can be long. To enable us to distinguish between good and excellent ideas – and to promote the latter strategically – well-founded innovation management with clear responsibilities, procedures and processes is essential. This is why Faller Packaging has implemented an agile product innovation process (PIP) for new developments. The process creates products and services that are precisely tailored to customer needs.

Faller Packaging, a specialist company for folding cartons, leaflets and labels, relies on an agile product innovation process to promote new and promising ideas that can be used to expand or improve its range of products and services. The aim is to continuously address feedback from pharmacists and users. "PIP emphasizes customer centricity," explains Kerstin Löffler, Vice President for Marketing & Corporate Communications at Faller Packaging. "By constantly reviewing goals, we can save on budget, time and resources at an early stage in the project, and provide clarity through a structured approach." Thanks to the PIP, Faller can respond flexibly to customer needs, identify trends and react quickly to changing requirements.

Agile structure

The underlying PIP is interdisciplinary in nature. Faller Packaging assembles small, autonomous teams from different departments to pool knowledge and expertise across disciplines. These teams develop the new products and services in short iterative cycles and bring them to market maturity. During this process, all product ideas pass through different, clearly defined phases that determine whether or not the product idea can hold its own on the market.

Innovation sweet spot

Methods from the areas of design thinking, lean management, scrum and business model innovation are used in the PIP to

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support the teams in developing new product ideas and help them ask the right questions. This is because the four criteria of the model – contextuality, desirability, feasibility and viability – must be carefully examined. Here “contextuality” means that the idea is checked for relevance both internally and externally. Close examination of the desirability will determine whether or not the idea is needed. Feasibility will ensure that it is legally and technically feasible, while viability describes the economic profitability of the innovation. “If a product is to be developed successfully, we need to look at all four criteria and bring them into balance with one another. The ‘innovation sweet spot’ is the area where this quartet overlaps and it’s the segment we have to ‘hit’ to ensure that we don’t lose sight of our customers’ needs by overdeveloping the products and services,” explains Löffler.

Meta-title: Agile product innovation processes at Faller Packaging

Meta-description: Faller Packaging has implemented an agile product innovation process for new developments, resulting in products and services that are precisely tailored to customer needs.

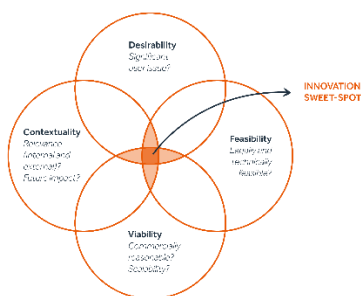
Keywords: Faller Packaging; agile product innovation process; products; service; customer needs; innovation sweet spot

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Captions

Picture 1:



The innovation sweet spot is the segment where contextuality, desirability, feasibility and viability intersect. This method helps Faller Packaging to develop successful products and services that are perfectly tailored to customers’ needs.

Picture 2:



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Kerstin Löffler is the Vice President for Marketing & Corporate Communications at Faller – and for her, customer centricity is at the forefront of the company's product innovation process.

All photos by August Faller GmbH & Co.KG

About Faller Packaging

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark, Łódź in Poland and Debrecen in Hungary. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In total, August Faller GmbH & Co. KG has more than 1,300 employees.