

Innovation · Industrial Design · Mechanical Engineering · Electronics · Software · Optics · Manufacturing Processes · Supply Chain



Dulux PaintPod Powered Painter + Cleaner

The Dulux PaintPod shows how to improve a customer's brand experience with a system approach. Despite a quality product, the appeal of decorating with Dulux is often lost with poor applicators and difficult cleaning.

Innovation from CDP transformed the process to be 'easy, fast and clean from start to finish.'

A 12 month program of consumer research, design and technology development created a groundbreaking powered roller that not only paints quickly and efficiently without dripping, but also cleans itself thoroughly after every use. PaintPod boasts over a dozen patented innovations.

With CDP, Dulux has been able to offer complete decorating quality while driving up basket spend, increasing the frequency of re-decorating and consolidating a market leading position.

Skills Deployed

- Innovation
- Industrial design
- Mechanical engineering
- Electronic engineering
- Far Eastern supply chain development
- Project management

'This miracle of modern science does it all for you.'
T3 Magazine, 12/3/08

'...PaintPod was launched in the UK market in May 2008 and the unit alone has already generated an incremental £5 million plus in retail sales value...'
Alex Dharmawan, Innovation Manager, ICI Akzo Nobel

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