

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



Dulux PaintPod Compact™ Portable Exterior Painting System

ICI Paints Akzo Nobel recently launched PaintPod Compact in selected stores across the UK. Designed for people for whom storage space and portability are a high priority, the engineers and designers at CDP worked with Dulux to develop a smaller and more 'flat-friendly' PaintPod.

PaintPod Compact, at one quarter the size of its big brother, is now more portable than ever before and makes storage effortless. When you're done painting, it's small enough to fit neatly into the kitchen drawer. By refining the mechanical design and replacing the self-cleaning function with an easy to use tap-rinse system, our design team were able to vastly reduce the size of the product whilst retaining the performance that has made PaintPod such a success.

The insight behind PaintPod Compact was that first-time buyers and people who live in flats often have limited storage space and do not need to use large quantities of paint. There was an opportunity to offer a new product in the PaintPod range that better suited the needs of these customers by placing greater design emphasis on portability and convenience. By reducing size and complexity, Akzo Nobel are also able to offer PaintPod Compact at a lower price than the original, making this a very appealing prospect to consumers who might previously have passed on PaintPod.

Skills Deployed

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

www.dulux.co.uk/products/paintpod/paintpod_compact



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