

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



## Naturally a new concept in fast fresh food

The number of older adults in the world is growing rapidly; the social and economic challenges of maintaining their health will present major commercial opportunities over coming years.

A significant problem is malnutrition, a condition which initially impacts lifestyle, then health and finally independence. It can drive a series of self reinforcing problems including poor mental state and increasing frailty. These can intensify into preventable medical problems and accidents which require involved support and long term care.

CDP have developed an innovative new food preparation device and smart packaging system targeted at enhancing quality of life through improved nutrition.

A new user-centred appliance interface (focusing on safety and ease of use), smart packaging (communicating raw ingredients and optimising preparation cycle), and concept supply chain are the foundations of an integrated service solution. The system provides a 'one touch' route to appetising and economical fast food using fresh ingredients.

Although particularly beneficial for an ageing population, our inclusive design approach means that the concept which delivers soups, stews, purees, baby foods and

smoothies has the potential for much wider cross-generational appeal.

### *Business Innovation*

- Opportunities from emerging trends
- New value and supply chain concept
- Merging product and services

### *Skills Deployed*

- User centred and inclusive design
- Industrial Design and product semantics
- Engineering
- Structural packaging design
- Human Factors

### *Technical Highlights*

- Integrated product-packaging solutions
- Smart packaging communications technology
- Technical advances in blade safety

### For more information:

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