

DULUX PAINTPOD

Self-cleaning powered painter - new system approach improves customer brand experience

THE CHALLENGE >

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

THE SOLUTION >

A 12 month programme 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. A range of accessories complete the system to give the best possible results.



“Innovation from Cambridge Design Partnership transformed the process to be ‘easy, fast and clean from start to finish.’”

BENEFIT TO THE CLIENT >

With Cambridge Design Partnership, 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.

