

CONCEPT BRIEFING

When you are planning to develop a new product or if you would like to alter an existing mould please inform us about the following aspects:

The product subject: ...

What is the new product about? What should the product look like? You can provide us with an image/sketch/drawing/photo etc.

The product target group: ...

Who is the product aimed for? Think about children/adults/lifestyle groups etc. What is the desired style of the product? Think about Easter/Christmas/Summer/Winter etc.

The type of product: ...

What type of ingredient will be used for the product? Will the product be made of liquorice, winegum, pectin, chocolate or foam (aerated)? Will the product be filled? What is the density of the ingredient? How many colours will be used for the product (side-by-side/double-layer: foam on foam, winegum on foam)?

The product finish: ...

What will be the finish of the product? Will the product be oiled, grinded (coarse or fine sugar), coated in powder or covered in chocolate.

The product specifications: ...

What are the desired dimensions of the product? What is the needed or maximum width, length and height of the mould? What is the required weight/volume of the product?

The lay-out of the product: ...

What lay-out will be used for the product? Providing us with your lay-out creates a lot of effectiveness during the design process.

Other production challenges: ...

Will the product be wrapped mechanically? What are the requirements for the wrapping machines? Or are there other restrictions we have to keep in mind?