

## CASE STUDY

### Design Excellence: A New Era for Mixer-Grinders Packaging



#### ► Introduction

Until the 1960s, food mixers in India were imported, light-duty models designed for Western cuisine, primarily for blending and liquidising. These were unsuitable for the heavy-duty mixing required in Indian kitchens, where grinding was still done using the age-old “grinding stone”.

Legend has it that a housewife, Mrs Madhuri Mathur, once challenged her engineer husband to develop a machine that could easily tackle the tough chores of an Indian kitchen and which could grind the hardy spices and masalas she used in her cuisine. Her husband, Mr S. P. Mathur, who at the time was working for the German MNC, Siemens, took up the challenge and the two of them later founded Sumeet Appliances to launch their unique offering – a heavy-duty mixer-grinder engineered specially for Indian cuisine – which completely revolutionised the way food was prepared in India. And by Indians everywhere – the product developed such a formidable reputation that it became the signature item for NRIs to take back with them after a visit to India!

Initially, Sumeet Appliances used corrugated boxes and various other materials to pack their mixer-grinders. However, by the early 1980s, they realised they needed more efficient and protective packaging that required less manpower and safeguarded their products during transit.

## ► Key Challenges

Our persistence and innovation paid off when we successfully moulded the EPP nose foam to the customer's exact specifications. The component was approved, leading to:

- 1.The existing packaging used corrugation and other materials, which lacked durability and efficiency.
- 2.The packing process was time-consuming and required significant manpower.
- 3.Blades and accessories were packed in plastic pouches, leading to damage and loss during transit.
- 4.Accessories were left out during the packing process.

## ► Solution

Sumeet Appliances approached K. K. Nag Private Limited for a packaging solution using EPS. The design team developed an innovative EPS packaging concept that:

- Enhanced the product's presentation.
- Provided excellent shock absorption during transit.
- Featured custom-shaped slots on the top buffer to securely hold blades and accessories.
- Functioned as a shadow board, ensuring all components were packed correctly and that none were missed.

## ► Outcome

The redesigned EPS packaging streamlined the packing process, ensured all components were securely packed, significantly reduced product damage and losses during transit and enhanced customer satisfaction.

The collaboration between Sumeet Appliances and K. K. Nag Private Limited not only addressed the need for durable, efficient packaging but also set a lasting industry standard. By developing a protective, systematic EPS solution, K. K. Nag ensured that Sumeet's revolutionary mixer-grinders reached customers safely and in perfect condition. Even after four decades, the legacy of this innovation continues, proving that thoughtful design and problem-solving can create lasting impact.