

Ice Cream Academy

Joint product innovation

Development and prototyping

Knowledge sharing



Sharing knowledge
and innovation
to increase your
profitability





Customer
Innovation
Centre

Product
Development
Centre

Technical
Training
Centre

Our Ice Cream



Academy...

Our combination of innovation and product & process development with technical competences into one knowledge structure opens new ways to increase your profitability.

The concept

Fast-track idea to product in close collaboration with Tetra Pak with a continuous overlap between:

- Market intelligence
- Product & process development
- Knowledge sharing

Customer Innovation Centre

Extensive market intelligence and industry insights will support your innovative journey with statistics and product concepts.

Product Development Centre

Drawing on our expertise on ingredients, formulation, process and equipment you can create prototypes of your ideas.

Technical Training Centre

Technical competence will inspire idea generation and support future implementations.

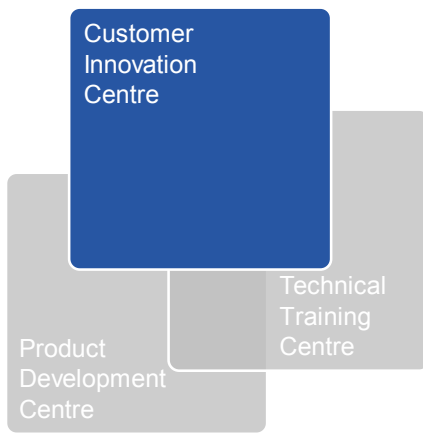
Knowledge platforms

A high knowledge level and deep insights into the industry will lead to profitable innovations. The knowledge and technology platforms of the Tetra Pak Ice Cream Academy cover:

- Bulk ingredients
- Functional ingredients
- Inclusions & ripples
- Mix composition calculation
- Recipe optimisation
- Mix preparation and processing
- Continuous freezing
- Dosing of inclusions and ripples
- Ice cream moulding
- Ice cream filling
- Ice cream extrusion
- Handling and dipping
- Hardening of products
- Wrapping of products

The Ice Cream Academy





... translates your challenges

Your innovation project will include a fast-track idea generation model to find the right idea, which is then delivered as a documented prototype.

The process

An innovation project can be described as a process with five overlapping steps.

The process will start with understanding and framing a defined challenge. The challenge is translated into an opportunity which is used to identify the right solution.

The solution or product is refined through our ingredient and process knowledge. Prototypes are developed using the capabilities and equipment of our Product Development Centre.

You can design the process in different ways, choosing to apply one or more of the steps.

The working principle

The steps of the process are these:

Diagnosis

Define the challenge and decide the project boundaries based on market and industry data.

Discovery

Interpret and understand the data to create opportunities and discover ideas.

Refine

Select ideas that support the opportunity and refine the selected ideas to make them stronger.

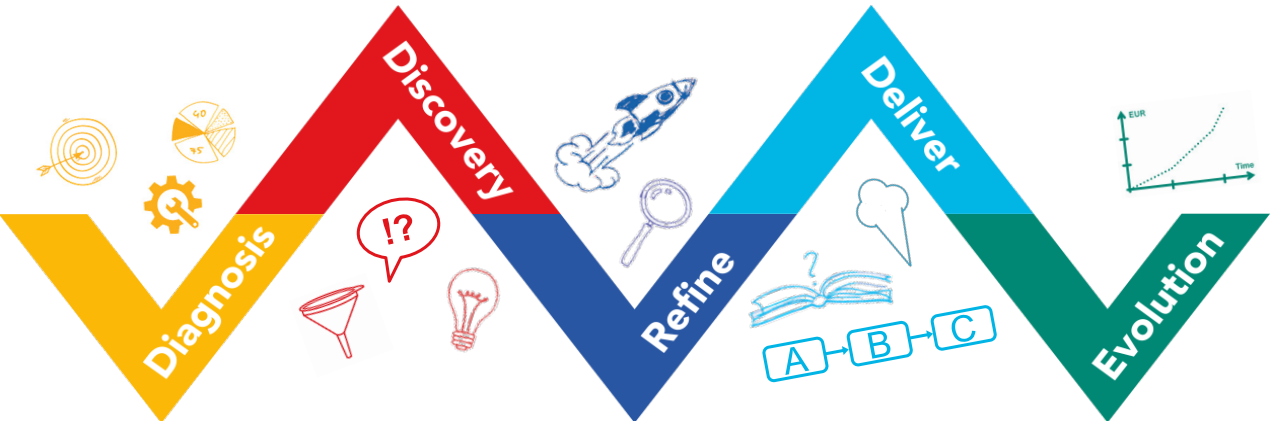
Deliver

Prove the selected ideas through formulation and process in order to deliver prototypes of the ideas.

Evolution

Support the ideas with profitability analysis and Return on Investment (ROI) calculation to secure their survival and processes that are relevant to comply with GMP and the safety of the finished materials and articles.

to profit opportunities ...



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... delivered as



validated prototypes...

Our Ice Cream Product Development Centre assists you going from idea to prototype, with our expertise on the right choice of ingredients, on formula calculations and on defining the best process.

Equipment and process

Our complete range of small-scale production sized ice cream process equipment and pilot plant will facilitate your idea refinement and enable the realisation of your ideas into prototypes.

Ingredients and formulation

Identifying the right ingredients and making a formula that not only matches the product brief but also potentially increases overall profitability, is key to the success of your new product. The combination of knowhow on ice cream mix formulation & mix preparation and access to a wide range of consumables for ice cream production will support the development of proven and commercially viable product.

Capabilities

Our specialists on all steps in the process from ice cream mix formulation and raw material selection to product shaping, coatings and packaging are right at hand, as well as competent engineers covering all kinds of process equipment.

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... supported by end-to

Production efficiency and quality will increase as competences are improved through focused learning programs. Added knowledge and industry insight are enablers for innovation that leads to ideas.

Knowledge

Our innovation process will be inspired by new products and technologies from the ice cream industry. This inspiration gives you the opportunity to jump to a higher technology level in order to find the best ideas. We support your challenges with our expertise and ensure that knowledge level complies with industry standards.



-end implementation

The challenging and most critical part of a successful product launch is the implementation phase. We have extensive experience in planning and implementation of plants and processes, so we can assist you both in the implementation process and in the development of operator and line management competences.

Implementation

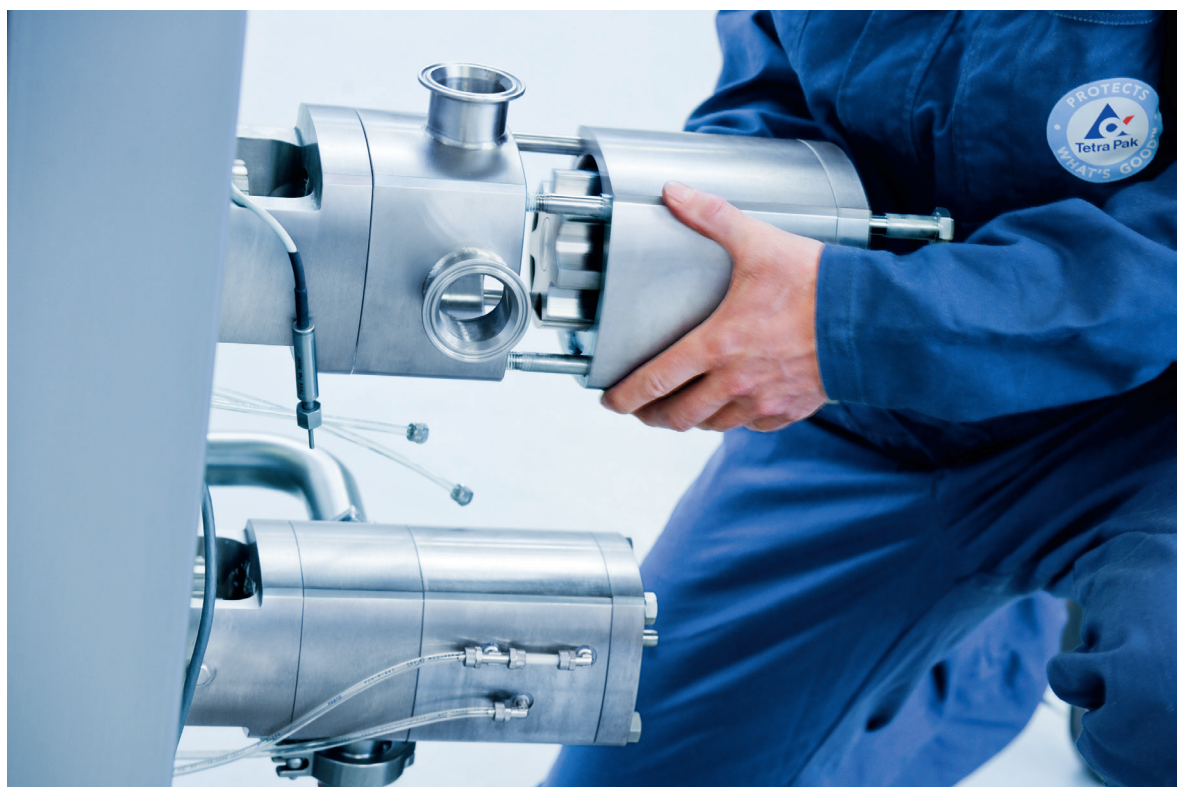
Getting the idea into practice and ensuring that the idea keeps being profitable requires expertise in:

- Mix formulation and processing
- Ice cream manufacturing
- Plant maintenance and optimisation

Our technical training is performed by skilled and certified instructors with expert knowledge preparing and guiding any required change in the equipment.

Our technical training program is built of modules based on the key elements of the production process. You can arrange the modules in a flexible way, to fit your individual needs for technical training.

We can supply longterm and structured competence development plans to maintain the highest product quality and the best equipment performance and lifetime.



The process

The innovation process is a combination of market insight, equipment & process knowhow and knowledge. Our ambition is to provide you with knowledge and innovation that will increase your profitability. The innovation process based on people from your site, carefully chosen by you for this assignment.

Your benefits

We provide a proven concept for idea generation that focuses on defining opportunities that leads to ideas. This approach secures ideas of highest quality are generated.

Information

If you want to know more, please contact: tetrapakhoyer@tetrapak.com