

## *The* PARAGON Perspective From the President

PARAGON Perspective is sponsored by PARAGON Development

We want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

We welcome your comments on any topic and encourage you to contribute to future newsletters. The PARAGON Perspective is now in its sixth year. We thank everyone for their newsletter contributions and for the ideas and suggestions that have brought recognized improvements and made it easier for us to produce.

All issues of *The Paragon Perspective* are archived on our website so you may easily pass along past issues to colleagues.

This month's newsletter will highlight the business development topic: "**A Better Development Process Ensures a Smooth Launch**" It is a reprint of an article authored by Stan Kopecky. It is focused on launching new packaging products but has applicability in any application.

Jack Peregrim  
Pres., PARAGON Development  
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### Paragon Update

PARAGON is in the middle of many projects and only starting one new one in March with several already lined up for April as project teams finish up on-going efforts.

We have also noticed that our clients with 'module packages' are frontloading the projects into the first 6 months of this year instead of spreading them out over the year which was the pattern in the past. This is indicative of pent up demand that finally has projects funded that were delayed as well as the sense of urgency to maximize time to market on those with commitments.

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### Conferences

This space is reserved for announcements of conferences or events that may have value to our readers.

**INTERNATIONAL** New Business Development Workshop  
Sponsored by the CDMAEF  
(Commercial Development & Marketing Association Educational Foundation)  
March 21-22 in Philadelphia, PA

The CDMAEF is offering a course titled: "Winning in International Markets: Business and Cultural Best Practices". It will be in a workshop format and be delivered as an interactive course that will allow maximum value to attendees. It will have value to both managers and practitioners who are looking to grow internationally and will emphasize both the business and cultural requirements to succeed.

The CDMAEF is a non-profit organization that has created and offers very valuable courses and workshops in commercial and business development for business-to-business companies. We have been involved with them for a long time and endorse the value their courses offer. And, they are very cost effective compared to the fees charged by comparable University based courses.

For additional information, please contact:

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## Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of several thousand individuals who are primarily in new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

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## Technologies of Interest

New technologies of interest for license or acquisition are:

- New products directed toward applications in plastic foam with a particular emphasis on packaging. The new polymer product has superior balance between impact strength and protection of the material packaged with a cost effective use that uses much less polymer than other approaches.
- A new antimicrobial that offers improved properties in efficacy with ability to kill parvo, c-diff, norovirus, and other 'bugs' with a chemical that is non-corrosive and will be approved for food contact surfaces.

Anyone with technologies fitting the above should contact us as below and we will forward the responses to our clients so they can contact you directly.

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## Quotes of the Month

"Knowledge speaks but wisdom listens." *Jimi Hendrix*

"An inconvenience is only an adventure wrongly considered; an adventure is an inconvenience rightly considered." *Gilbert Keith Chesterton*

"If you never budge, don't expect a push." *Malcolm Forbes*

"It is easy to sit up and take notice. What is difficult is getting up and taking action". *Al Batt*

"High expectations are the key to everything." *Sam Walton*

"Only the wearer knows where the shoe pinches." *Proverb*

"History is the unfolding of miscalculation." *Barbara Tuchman*

"When elephants fight; it's the grass that suffers." *African proverb*

"Great works are performed not by strength; but by perseverance." *Samuel Johnson*

"The wise man questions himself, the fool others." *Henri Arnold*

"Perpetual optimism is a force multiplier." *Colin Powell*

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## Interesting Words

**Debouch:** (di-BOUCH) Verb

1. To emerge or issue from a narrow space into an open one.
2. To march out from a narrow or confined area into an open one.

**Epigamic:** (ep-i-GAM-ik) Adjective

Of or relating to a trait or behavior that attracts a mate.

**Fascicle:** (FAS-i-kuhl) Noun

1. A bundle. For example a bundle of leaves or even nerve or muscle fibers.
2. Part of a book published in installments

**Clinquant:** (KLING-kuhnt) Adjective

1. Glittering with gold or tinsel.
2. The tinsel or glitter itself.

**Pollicitation:** (puh-lis-i-TAY-shuhn) Noun

A promise or an offer made but not yet accepted.

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## **WHAT WE NEED IS ...**

### **“A Better Development Process Ensures a Smooth Launch”**

*by Stan Kopecky, Packaging Consultant, SJK Packaging Associates*

**“The package often is the key to product differentiation and can easily make or break a product launch.”**

What do you “really” know about the packaging requirements for the next product launch in your company? Is the Team “on board” with the crucial decisions you are making on this package? Does the Team realize the importance of a “realistic” timeline for market launch?

If you answered “Yes” to these questions, then you’re better than most people surveyed who continue to have problems with market launches of new packaging up to and including the first few months of the product launch.

#### **What can be done to make a smoother launch? Get A New Plan, Stan!!**

In today’s competitive environment, the package often is the key to product differentiation and can easily make or break a product launch. Here are some workable key strategies:

- 1. Develop a Package Development Brief.** These clear, written packaging objectives should be used to get agreement on objectives up front, including: Product size(s); Functional needs (based on priority); Launch date; Regional impact, if any; Projected 1st year volumes; Target market; Count in primary and secondary package; Unit package cost; Package features (flexible or rigid, dispensing, shape, visual, barrier, fill and physical requirements); and Display needs.
- 2. Use a Team approach** and include your suppliers as part of the development process. The Team should include *all* sectors of the business process to assure a smooth market launch.
- 3. Develop performance criteria** and a testing program, and make sure you include shelf life testing into your packaging development timeline.
- 4. Develop packaging specifications** with as much information as possible. This will enable the supplier to produce a better package and you to be more productive with better efficiency on your packaging lines. This may also involve writing Standard Operating Procedures (SOPs).
- 5. Develop a realistic timeline** that the Team will agree on. The timeline needs to include all critical dates agreed by the Project Team and should include product and package development, focus groups and in-home placement tests. The Timeline should include where the product is to be produced and packaged, and the time for packaging equipment development, ordering, delivery and set-up. It should also include the purchasing of packaging materials and delivery times, sales sample production and start of production scale-up to launch.
- 6. Leverage existing research.** Often times a product launch can be accelerated based on existing research that has been done on previously introduced products.
- 7. Talk to your retailers.** Get their perspective early on. It might change your development process, but it’s better to find out early, rather than when it’s too late to change.
- 8. Work with your supply chain** to identify suppliers early on and have them be a part of the development process. Develop a single point of contact at the vendor who has overall responsibility for your project and keep them informed of any changes to the timeline that would affect their production of packaging materials for your project.

The Packaging Development Process is complex, one that may include last minute changes, but if you will follow documented written objectives and communicate with the Team of any changes or delays, your new product launch will go smoother and is more likely to be a success in the marketplace. FD&P. May, 2006.

*Early this year, Stan Kopecky founded his consulting practice, which specializes in the design, development, testing and commercialization of consumer products packaging. This follows a distinguished career with several of the largest consumer products companies in the world, including Wm. Wrigley Jr. Co. and Kraft. Reach Stan at (847) 607-5023 or [stanleykopecky@yahoo.com](mailto:stanleykopecky@yahoo.com).*

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**As always:**

We address many topics and most are at the request of readers, clients, and other business colleagues as this one was.

We hope that this perspective has stimulated thoughts and helps improve your future returns. It has been our intent to pass along things we have learned or experienced on topics involving growth and new business development. Particularly ones that may be provocative or be beyond those considered every day. We do not try to presume to be the leaders in all areas we cover and we invite others to contribute with comments, additions, or criticisms. We encourage feedback in any media and will post your contribution in a future newsletter if you allow it.

We also will continue to focus on topics that the readers choose in almost all cases over ones we consider within our staff so please continue to send requests for topics that you want to have covered.

**PS:**

As in this edition, we would like to open this section of the newsletter up to anyone with a development topic or an approach they would like to share. Four of the twelve topics last year were submitted by others and we know many consultants, company managers, and academics who have very solid and profound contributions they could make in future newsletters. We ask that it be from 600 to a 1000 words although that is not a 'hard' range. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. Also, we will agree that the copyright and ownership is kept by the contributor and that we only have a right to reproduce it in conjunction with this newsletter.

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**Trivia**

- In 10 minutes a hurricane releases more energy than all the world's nuclear weapons combined.
- On average, 100 people choke to death on ball point pens per year.
- Hershey's Kisses are called that because the machine that makes them looks like it is kissing the conveyor belt.

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations.

Previous issues of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>.

Your friends at:

PARAGON Development  
[www.paragondevelopment.com](http://www.paragondevelopment.com)

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**PARAGON Development**

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**Mission:**

To ensure that our clients make decisions that optimizes their growth and measurable value creation. We will do this with unequalled effort and efficiency.

**Background:**

PARAGON employees and affiliated industry partners are dedicated to helping clients optimize their planning and development efforts. We bring a network of external industry experts who provide objective information and

insight into critical areas affecting our client's success potential. In addition to our own experience base and the external access to knowledge, we utilize a decision making process that combines best practices such as Voice-of-Market™; Stage-Gate; and Discovery Based Learning. Very simply stated, we combine efficient processes with the information necessary to ensure that commitments are made with solid, objective knowledge. We allow planning and development from the 'outside in' that compliments internal efforts.

We are not industry specialists. The experts from our PARAGON Network™ provide the specific knowledge in their fields while PARAGON brings process and functional experience that generates and interprets the relevant information.

#### Focus:

Our client assignments are broken into three main areas:

1. Retainer agreements in which we offer discounted plan with minimum thresholds for numbers of Forums or phases. They are exemplified by clients who may write us into their R&D or new product development processes in which a PARAGON Forum is required as a part of a gate approval.
2. Evaluation and monetization of assets such as technologies, operational capacities, or new product extensions. PARAGON's support is particularly valuable when the potential is unknown but falls outside core markets or industries.
3. Support in strategic planning and strategic expansion into non-core business areas. The deliverables are typically in the form of a strategic commitment into new platforms.

#### Mechanics:

The steps employed are a combination of internal (client) and external events. The internal events include:

- Setting criteria for the project.
- Examining the internal knowledge base.
- Setting scope and charter issues.
- Determine specific outputs required for overall success.

External events are:

- PARAGON Forums that have 6-8 external experts who bring distinct but complementary knowledge about markets, industries, trends, competition, channels, downstream value, and function excellence that is specific to the assignment. These are typically day long events that have been referred to as "Super Focus Groups" with the client involved in the planning and then viewing the group and providing guidance and direction throughout the day. All this without the outside experts knowing whom the client is and they are thus unbiased, creative, and provide different perspectives than our client has because of their 'inside-out' viewpoints.
- Surveys and interviews with people from our PARAGON Network™ that generate very targeted information that our clients require.

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We hope that you have enjoyed the issues of *The Paragon Perspective* that you have received and will let others who might find this newsletter useful know about our publication. To provide us with profile changes; or to let us know about other individual interested in receiving our newsletter; or for other information just click on this link <http://www.paragondevelopment.com/contact.html> (or copy and past this shortcut) and complete the Contact/Request for Information form (be certain to include your email address) or you may simply reply to this email and provide us with (or ask us) the information.

If you no longer wish to receive *The Paragon Perspective* please respond to this email and include the word REMOVE in the subject line or in the message.