

Sun Products

Provider of laundry detergent, fabric softeners, and other household care products

Explore futuristic and innovative solutions for laundry cleaning

APPROACH



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights
and Ideas



20+ Strategic Growth
Opportunity Areas



20+ Detailed Business
Concepts



5 Business Cases
for Senior Leadership

KEY TRENDS

- **Sustainable production:** increased demand for biodegradable, sustainable, environmentally responsible products
- **Technological innovations:** new entrants like 3D printed soaps and upgrades in technology demand innovative approaches for washing
- **Health effects:** consumers concerned about toxic ingredients, harmful effects of household care products
- **Cultural preferences:** gender, culture and region specific preferences for odor intensity, materials and routine of doing laundry



"We were impressed by all five teams and the fantastic journey we took with IXL Center. We learned a lot along the way and got some feedback internally and our team extremely enjoyed the presentations."

Napaporn Komesvarakul, Open Innovation Manager