



Sun Products

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

Explore futuristic and innovative solutions for laundry cleaning











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



APPROACH



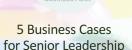




20+ Strategic Growth **Opportunity Areas**



20+ Detailed Business Concepts



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



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

Napaporn Komesvarakul, Open Innovation Manager

