

turning knowledge into solutions

The cap fits thanks to Food Processing Faraday

Mixicap, a start-up packaging firm, has experienced first hand how working with Food Processing Faraday can turn business dreams into reality.

Amrik Pannu, Managing Director of Mixicap, has invented a multi-flavour cap for use with bottled water and other products. The cap will allow the user to select one of three flavours to add to their plain water.

Amrik had developed the concept, carried out patent searches and market research into the potential of the cap but needed funding to help develop a prototype design. The RCID team at Newcastle University had been identified as partners to develop a prototype and this association led to Mixicap's work with the Faraday.

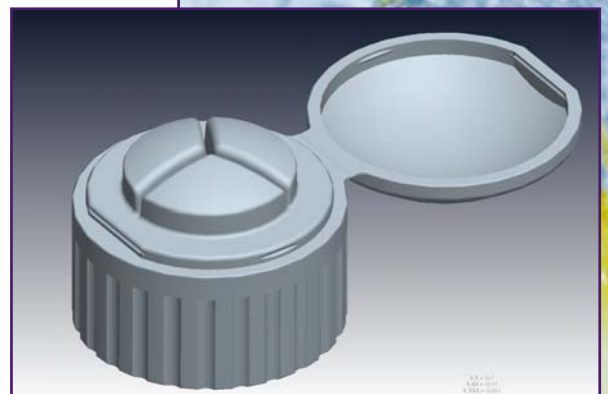
Through Innovation Consultant Linda Roberts, the Faraday provided the vital step in working with Amrik to apply for funding to carry out the necessary design work.

The funding won helped further develop Mixicap through the creation of a prototype, and go on to attract investment from partners. The business has forged close links with a number of flavour houses and is in talks about developing flavour combinations. They are currently looking for contracts in order to build their first production machine, a stage they would not have been near if it were not for the help, advice and knowledge of the Faraday.

Amrik Pannu said 'The assistance and support we have received from Linda and the Faraday has been vital in taking us to our end aim of producing our prototype closures. We are not far off from manufacturing and are now in the process of meeting UK retailers. I was fortunate to meet Linda, her support enabled us to fund and complete our research and development'.

Linda comments 'Helping an exciting new company like Mixicap move up to the next level of their development was a great experience, the fund provided the team with a route to developing a physical prototype of their design allowing them to reach out to potential customers and investors'.

N.B This was delivered as part of NFIIN, a Food Processing Faraday led project supported by the Northern Way



To know more about how your company can benefit through innovation support from Food Processing Faraday contact enquiries@fpfaraday.com or telephone 01664 420066

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