

Dulux Success Story

Challenge:

- Dulux wanted to fill their new product pipeline in order to secure future business growth

Approach:

- Exhaustive internal consultation followed by wide ranging insight programme to identify unmet, emerging or new needs for paint and trade decorating materials
- Over a dozen insight platforms created and used to catalyse product ideation and R&D

Results:

- Several significant new product ideas identified as well as significant organisation change and marketing initiatives
- Inspired 'new-to-world' product that is proven to inhibit MRSA. Has been successfully trialled in hospitals and is now realising its multi-million £ global potential



Sterishield is a revolutionary new water based paint which actively inhibits bacteria. Sterishield is effective against MRSA, e-coli and psuedomonas aeruginosa

E. coli

Most strains of *E. coli* are harmless with the exception of strains such as *E. coli* 0157 which can cause health problems if ingested in small amounts.

