

## Successful collaboration Bark and Kemetyl

# 'Less parts and a lower weight'



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It is functional, sustainable and user-friendly: the AdBlue dispenser developed by Kemetyl and Bark Innovations for passenger cars with a diesel engine and equipped with SCR technology. The patented system has only been on the market two months, but it is already a resounding success.

TEXT Lisette de Jong

A new pouch package for a windshield de-icer sprays, which is why product developer Jorn Veldhuis and account manager Vilmar Arduin of Bark Verpakkingen dropped in on Kemetyl in Soest in May 2016. The visit went slightly differently. 'A dispenser for AdBlue stood on the conference table, a liquid that reduces NOx emissions produced by diesel cars,' says Veldhuis. 'The system consisted of twelve parts, both metal and plastic. We believed that it could be done smarter and better.'

Kemetyl decided to let themselves be taken by surprise. 'We had been looking for a solution to make the dispenser more sustainable for a while,' says senior buyer Ed Loffeld. 'A dispenser for AdBlue should only be used on a connection

### Bark Innovations

This specialist in packaging development and design started in 2010 as the sister company of Bark Verpakkingen. In the design and development of packaging solutions, the packaging is not considered an isolated object, but is always based on chain thinking (which different functions does the packaging fulfil within the various stages of the supply chain?). Bark Innovations also considers the internal processing (on filling and packaging lines) to be an essential part of the design. Bark is located in Eerbeek in the province of Gelderland and has 23 employees.

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for which it is intended, so that the consumer cannot make a mistake. And when the tank is filled, the system has to "turn off" automatically and without spilling.' This dispenser meets all the points of the ISO standard.

### Fool proof

Within two weeks a first draft was ready, which immediately suited the requirements of the company. 'The new dispenser weighed thirty percent less than its predecessor and met all ISO standards,' says site manager Marianne Hoefnagel. The system was designed to be fool-proof and spill-free. 'Both the consumer panel and our own employees immediately knew how they needed to connect and operate it. This is important, because the AdBlue filling opening is located in places that are difficult to reach on some models. Moreover, when used incorrectly (messiness or spillage), AdBlue results in unpleasant consequences such as staining.' In addition to the users, the marketers in the various countries where Kemetyl is active were also enthusiastic. Many modifications to the design were no longer required afterwards. 'We have replaced the cap with a screw closure, because this increases ease of use, and the packaging - when it is not completely empty - can

be properly reclosed. In addition to weight reduction, we have reduced the number of parts from twelve to four,' says Veldhuis.

Also, very little needed to be changed to the filling line of Kemetyl - the production of the dispensers takes place at a company from the network of Bark. In fact, to the astonishment of the development team the process already went smoothly during the first test. 'The filling line already had a gripper that could close the cap with the desired torque value,' says Loffeld. 'After all, the dimensions of the dispenser hardly differed from the old system.'

### Fifteen times as much

The new dispensers have been on the market since last August and demand is outstripping supply. 'We are further scaling up the production process together with the supplier of the bottles,' says Hoefnagel. Especially popular is the 3.5-litre variant. 'This variant is slightly more attractive to consumers in terms of price and volume than the 1.5-litre packaging.' The sales figures have seen a fifteen-fold increase compared with the beginning of 2015. 'Further tightening of the emission standards has resulted in cars using more and more AdBlue @ to achieve these standards and, consequently, sales are increasing further,' says the site manager. Besides existing customers, the dispenser is also attracting new customers. 'We anticipate that sales volumes will continue to rise until diesel cars are replaced altogether by the electric car. However, it will be



### Kemetyl

The Kemetyl Group, with its head office in the Swedish Jordbro, is one of the greatest producers and distributors of cleaning and maintenance products for the automotive industry in Europa. Products are sold under both private label and own brand. The pump system with AdBlue - a liquid made from urea that reduces the NOx emissions produced by diesel cars; motorists are obliged to use it. The company is located in 13 countries and has 250 employees. Kemetyl has four production locations and has an extensive network of suppliers and subcontractors.

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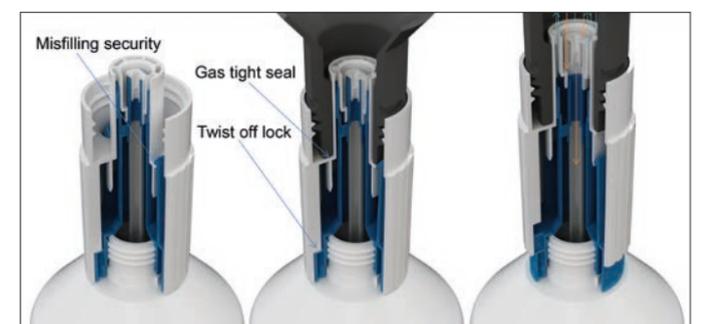
some time before that happens.'

### Bringing parties together

Both Kemetyl and Bark look back with satisfaction on the development process. 'Bark is not only strong in design and development, but also in bringing those parties together that collectively have to make an innovation a success, such as production, sales and marketing,' says Loffeld. 'Moreover, they complement us in terms of expertise and deepen their knowledge in our products and processes.' The two companies have once

again returned to the negotiating table, this time to talk about a packaging for a cleaning product. 'We cannot say very much about it at the moment, but it is going to be beautiful,' says Arduin.

4 parts instead of twelve



The new dispenser weighed at least thirty percent less and consisted of four instead of twelve parts.