

PRO-PACK MATERIALS

Designing a model for growth

SINGAPORE — Pro-Pack Materials has grown from a one-man operation to a leader in clean room and electrostatic products with 13 offices around Asia.

At the beginning of this year, it faced challenges brought on by the economic slow down and the shrinking manufacturing base in Singapore. “We were looking for a way to capture a bigger share of the market,” said marketing director Angeline Koh. “That was before we turned to Design Engage and realised we could do so much better than that!”

When she attended a workshop to learn more about the Design Engage Programme, Ms Koh saw the potential behind strategic design thinking — a term that was new to her. She signed up for the programme, thinking it could help the company to sort

through the limitations of its existing product range and identify new opportunities for growth. But she got much more out of the programme.

“It was an introduction to an entirely new way of doing business for us,” Ms Koh said of the insights learnt. Working with a design facilitator for the Design Engage Programme, Ms Koh analysed her business through new eyes, asking questions she had never thought of before.

The result? The development of a business growth plan that pinpoints strategic areas to work on, an attractive new market to sell to, as well as the capabilities that need to be put in place to get the company going.

Real action was not far behind. In August, Pro-Pack Materials set up PPM Medical to distribute

“Multigate”, an Australian brand of IV tubings and medical devices, in Singapore and Australia.

“This is a very exciting move for us,” explains Ms Koh. “We see this as a major growth industry. For us, we are moving beyond our traditional markets, and we are employing a whole new team of people with completely different skill sets and network contacts.”

From a better understanding of the needs of its customers, Pro-Pack has also designed new services to complement existing ones.

“We used to be very product-oriented but now we introduce value-added solutions to our customers. For example, we manage the supply of clean room materials in the new system called “Total Integrated Solutions”, providing one-stop solutions for their logistics, warehouse and administrative



(From left) Ms Angeline Koh, Mr Martin Leong, Mr Tony See and Mr Christopher Sia of Pro-Pack Materials.

needs. We also used to just supply jump suits for the clean room environment, but now we launder and manage the supply on behalf of our clients too,” said Ms Koh.

It’s hard to imagine that all this started only in April. In that short time, Pro-Pack has turned around its business, introduced new services, expanded into new markets

and set up a new medical arm.

All as a result of changing its perspective through design methodologies — from designing product-based solutions to designing new solutions for all areas of the business. **SPRINGSINGAPORE**

The article was reprinted from the Nov 2009 issue of SPRINGnews.



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