



GUD GUM: REDEFINING CHEWING WITH SUSTAINABILITY AND HEALTH AT THE CORE



**“THE GREATEST
THREAT TO OUR
PLANET IS THE BELIEF
THAT SOMEONE ELSE
WILL SAVE IT.”
— ROBERT SWAN**

This report proposes transitioning to coated cellulose packaging to enhance sustainability and shift consumer focus toward the gum’s natural, sugar-free ingredients and health benefits.



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OVERVIEW

Gud Gum, launched in 2019, offers biodegradable, vegan chewing gum but faces challenges with its plastic packaging and shifting consumer focus. This report proposes transitioning to coated cellulose packaging to align with sustainability goals and enhance brand image. The strategy includes marketing the natural, sugar-free ingredients and health benefits, highlighting the absence of artificial additives, and collaborating with Indian companies for a smooth transition. This approach aims to strengthen Gud Gum's market position, reinforce its eco-friendly message, and shift consumer priorities toward health and sustainability.

PROPOSED SOLUTION: COATED CELLULOSE PACKAGING

Coated cellulose is a sustainable packaging material derived from natural fibers, typically sourced from wood pulp or other plant-based resources. Unlike conventional plastic, coated cellulose is biodegradable, compostable, and free from harmful chemicals. The coating, often made from natural or compostable polymers, provides a barrier against moisture and air, preserving the freshness and quality of the product inside. This makes it an ideal choice for packaging food products like chewing gum, where maintaining freshness is critical.



WHAT IS CELLULOSE PACKAGING?

Cellulose, discovered in 1833, is a natural substance found in plant cell walls, composed of long chains of glucose molecules. These chains form microfibrils, which are highly rigid and ideal for creating bioplastics. As the most abundant biopolymer globally, cellulose has minimal environmental impact. In packaging, cellulose often takes the form of cellophane—a clear, thin, biodegradable material that resembles plastic but is eco-friendly.

RESOLVING THE PACKAGING PARADOX

Other than for cellophane tapes, they are used for pharmaceutical products as medicine packaging. For food product purposes, they are often used for candy and chocolate packaging.



By transitioning to coated cellulose packaging, Gud Gum can directly address the current disconnect between its product and packaging. The move from plastic to a fully biodegradable and compostable material aligns perfectly with Gud Gum's core value of environmental responsibility. This consistency in messaging strengthens the brand's integrity, making it more credible and appealing to eco-conscious consumers.

The adoption of coated cellulose packaging would:

- **Enhance Brand Consistency:** The sustainable packaging would align with Gud Gum's plant-based, plastic-free product, creating a cohesive brand image that truly embodies its commitment to the environment.
- **Appeal to Eco-Conscious Consumers:** As more consumers seek out products with minimal environmental impact, offering a fully sustainable package could attract a broader customer base and foster brand loyalty.
- **Reduce Environmental Footprint:** By eliminating plastic packaging, Gud Gum can significantly reduce its environmental impact, contributing to a circular economy where materials are reused or biodegrade naturally.

HOW ITS MADE

Coated cellulose film is made similarly to standard cellulose film, with an extra coating step for enhanced properties.

1. Cellulose Film Production:

- Cellulose from natural sources is dissolved, aged, and converted into viscose, which is then regenerated into solid cellulose film through a chemical process.
- The film is washed, bleached, and treated for durability.

2. Coating Process:

- A coating, often a natural or compostable polymer, is applied to the cellulose film to provide moisture resistance or barrier protection.
- The coated film is cured, dried, and processed for packaging applications.

OPERATIONAL IMPLICATIONS

1. Supply Chain Adjustments:

- **Sourcing Sustainable Materials:** Gud Gum can partner with Indian companies like Nexgen Packaging or Eco Pack Solutions to secure coated cellulose packaging. These companies specialize in eco-friendly packaging and can provide a reliable supply of sustainable materials.
- **Logistics and Storage:** Collaborate with suppliers like The Paper Bag Co. to ensure that packaging materials are handled and stored correctly, addressing any specific requirements for coated cellulose.

2. Manufacturing and Production Changes:

- **Packaging Equipment Upgrade:** Work with local equipment manufacturers or suppliers who can adapt existing machinery for handling coated cellulose. For example, R.R. Industries might offer solutions or recommendations for modifying packaging lines.
- **Production Process Alterations:** Partner with Hindoostan Mills Ltd. to integrate their expertise in sustainable materials into Gud Gum's production processes, ensuring the efficient use of coated cellulose.

3. Cost Implications:

- **Initial Investment:** Explore cost-sharing opportunities with Nexgen Packaging or other partners to reduce the initial costs of transitioning to coated cellulose. Collaborative agreements or bulk purchasing can help mitigate financial burdens.

- Long-term Cost Efficiency: Consider long-term partnerships with Eco Pack Solutions to benefit from economies of scale and potential cost reductions through sustainable practices.
4. Regulatory and Compliance Considerations:
 - Meeting Regulatory Standards: Collaborate with The Paper Bag Co. and other industry players to ensure compliance with Indian regulations for biodegradable and compostable packaging. They can provide guidance and support for obtaining necessary certifications.
 5. Employee Training and Change Management:
 - Training Programs: Engage with Hindoostan Mills Ltd. or Eco Pack Solutions to provide training and support for Gud Gum's staff on handling and processing coated cellulose materials. This ensures a smooth transition and effective use of the new packaging.

STRATEGY TO SHIFT CONSUMER PRIORITIES: EMPHASIZING HEALTH BENEFITS

PRIORITIZE HEALTH BENEFITS IN CONSUMER MESSAGING

1. Emphasize Natural Ingredients and Sugar-Free Formulation
 - Marketing Campaigns: Highlight Gud Gum's natural, plant-based ingredients and sugar-free formulation. Example: Launch a campaign called "Naturally Sweet, Naturally Healthy" featuring social media posts and ads that emphasize ingredients like xylitol and the absence of refined sugars.
2. Highlight Oral Health Benefits and Added Vitamins
 - Advertising: Promote Gud Gum's benefits for oral health and added vitamins. Example: Create a TV commercial with a dentist explaining how Gud Gum helps reduce plaque and improve oral hygiene, while also highlighting added vitamins like B12 and D.
3. Use Clear Messaging About the Absence of Artificial Additives
 - Product Labels: Design labels with a "No Artificial Additives" badge. Example: Add a badge on the packaging and explain the benefits of avoiding artificial additives on the back, such as "Gud Gum keeps your chewing experience natural and safe."

4. Share Scientific Evidence Supporting Health Claims

- **Research Summaries:** Summarize and share scientific studies supporting Gud Gum's health claims through digital content.
Example: Publish a blog post titled "The Science Behind Gud Gum: Health Benefits You Can Trust," featuring research on xylitol and the importance of natural ingredients.

STRATEGY TO ESTABLISH LEADERSHIP IN HEALTH AND WELLNESS

1. Partnerships with Health Organizations

- **Identify Potential Partners:** Research and identify reputable health and wellness organizations that align with Gud Gum's values.
- **Execution:** Launch co-branded initiatives, including educational campaigns, endorsements, and joint events.

2. Participation in Health-Focused Events

- **Event Selection:** Identify key health expos and events relevant to Gud Gum's target audience.
- **Booth Design and Activities:** Design an engaging and interactive booth for events, including product samples, demonstrations, and educational materials.

3. Educational Workshops and Webinars

- **Content Development:** Create informative content for workshops and webinars, focusing on the health benefits of Gud Gum. Schedule regular workshops and webinars, and promote them through Gud Gum's website, social media, and email newsletters.
- **Post-Event Engagement:** Share recordings and additional resources with attendees and engage with them through follow-up emails and social media interactions.

4. Influencer Collaborations

- **Influencer Identification:** Identify influencers in the health and wellness space who align with Gud Gum's brand values.
- **Collaboration Planning:** Develop collaboration plans with selected influencers, including content themes, schedules, and key messages.
- **Content Creation and Sharing:** Work with influencers to create authentic and engaging content that highlights Gud Gum's health benefits, and share it across various platforms.

ENHANCE PRODUCT APPEAL

1. Develop Attractive and Modern Packaging Design that Emphasizes Health Benefits.

- Packaging Redesign: Incorporate modern, clean design elements that highlight health benefits prominently on the packaging.

- Example: Redesign Gud Gum's packaging with a sleek, minimalist look using green accents to represent natural ingredients and sustainability. Include icons that indicate key health benefits, such as "Sugar-Free," "Vitamin-Enriched," and "No Artificial Additives."

2. Offer a Variety of Flavors to Cater to Different Tastes while Maintaining Health Advantages

- Flavor Innovation: Introduce new flavors that appeal to diverse taste preferences while maintaining health benefits.

- Example: Launch a "Summer Fruits" flavor line that includes options like strawberry, mango, and blueberry, all made with natural fruit extracts. Promote these flavors through a limited-time offer to create excitement and encourage trial among new customers.

3. Include Informative Labeling about Health Benefits and Ingredients

- Ingredient Transparency: Provide detailed information about ingredients and their health benefits on the packaging.

- Example: Add a section on the back of the packaging called "What's Inside?" with a list of ingredients, each accompanied by a brief description of its health benefits, such as "Xylitol – A natural sweetener that helps reduce cavities" and "Vitamin B12 – Supports energy metabolism."

SOME CREATIVE IDEAS FOR OUTER CARDBOARD PACKAGING



PROPOSED FINAL PACKAGING STRUCTURE

1. Inner Packaging:

- Material: Each piece of gum should be individually wrapped in coated cellulose film.
- Benefits: This biodegradable film provides a sustainable solution for protecting the gum while aligning with Gud Gum's eco-friendly values.

2. Outer Packaging:

- Material: Use recyclable cardboard or paper for the outer packaging.
- Design: The outer carton should feature eye-catching, eco-friendly prints that highlight Gud Gum's sustainability and health benefits.
- Benefits: Cardboard or paper packaging enhances recyclability and reduces environmental impact while serving as a robust container for the inner cellulose-wrapped gum.

This dual-layer packaging ensures that Gud Gum remains protected and fresh while reinforcing the brand's commitment to sustainability and health.

CONCLUSION

To strengthen Gud Gum's market position and align with consumer expectations, adopting a comprehensive strategy is essential. The proposed final packaging structure—featuring coated cellulose film for individual gum pieces and recyclable cardboard or paper for the outer carton—demonstrates a commitment to sustainability while ensuring effective product protection.

By emphasizing natural ingredients, highlighting oral health benefits, and using clear messaging about the absence of artificial additives, Gud Gum can shift consumer priorities towards health and environmental responsibility. This approach not only enhances the brand's appeal to health-conscious consumers but also reinforces its eco-friendly values. In addition, developing attractive packaging, offering diverse flavors, and engaging in informative marketing campaigns will further boost product appeal and market presence. Partnerships with health and wellness organizations, participation in relevant events, and consumer education through workshops and influencer collaborations will solidify Gud Gum's position as a leader in health and wellness.

Thank You

“The health of our planet is directly linked to the health of its people. By choosing sustainable practices, we nurture both.”

