



# “At Innou we help businesses stand out through innovation”

Innou is a studio specialised in product design and innovation, thanks to Toni Parera's experience in the field. We talked to him to find out more about the services the company offers and about one of their most recent projects, the new San Miguel beer tap.

## When did Innou start?

We set up the studio in 2012 aiming to put to use my experience in the world of industrial and product design across different sectors. We didn't want to be “just another studio” but rather a product design and innovation consultancy, working all the way through from concept development to production.

## Where does the name come from?

Innou comes from Chinese and can be translated as ‘committed to innovation’. A Chinese partner was involved in choosing the name and it had a lot to do with the fact that our first few clients were Chinese companies looking for a

touch of European design in their new products. China is a great manufacturing country and is making great strides in design; nevertheless, they also really value the culture and sensibility that we have here in Europe.

## Who does Innou directed its services to?

We can help any company that wants to conceptualise and develop products, and who needs a specialist in those fields. In this sense, we are a multidisciplinary team capable of offering a wide variety of services related to the creation of a product. We don't focus solely on one sector but instead we provide solutions in practically any area, including those that are subject to

strict regulations and standardisation.

## One of your most recent products was for Mahou San Miguel. What did it entail?

Last September we took part in a design competition along with various Spanish agencies and studios to design the new San Miguel beer tap that was to be implemented in their catering establishments as part of their rebranding strategy. The company loved several of the ideas we presented and they awarded us the project. The tap really embodies the core values associated with their new branding and innovation; something that the company outlined to us in the briefing with the aim of converting it into an iconic benchmark in the market.

## In what way?

Firstly, because of its geometry, which is quite unusual for this type of product. In addition, we knew right from the start that it should be customisable so that it could be adapted to the needs of each of the brand's different beers. So we created an interchangeable cover system that allows the exterior's appearance to be changed within seconds.

Another innovative aspect



involved the choice of new materials in the beer tap sector for its exterior finish. We wanted a material that reflected light in dark environments but that also stood out in brighter ones. What's more, aside from being abrasion resistant, the material integrates state-of-the-art, and in this case, adaptable technologies that allow for customisation according to each one of San Miguel's beers and their respective campaigns.

## What has the whole development process been like?

The truth is that we have worked quite intensely with Mahou San Miguel - with both the technical department and the marketing team - to such a degree that we were able to complete the development to installation process in nine months, when the normal time frame is around twice that. The key to this was the fact that at Innou we have 3D printing systems that allow us to see and study the prototypes and modify them according to client feedback in a quick and efficient way. The product is now being implemented on a national level in establishments where San Miguel beer is consumed. On an international level, the implementation plan involves gradual replacement across more than 50 countries in which the brand has presence.

## But you don't just work with large corporations....

No. The San Miguel Project is one example of our capacity, but our work is based on applying new ideas and strategies to existing design and innovation processes for any business, no matter what their structure is. Innou helps them to compete effectively and to stand out through innovation. Since last year we have had certified consultant status from ACCIÓ, a Catalan government agency promoting business competitiveness.

## What does this certification mean?

It means that we can offer companies that have conceptualisation projects for new products, and have between 5 and 100 employees, our design study work on a funded basis with part of the costs covered by ACCIÓ. Projects of between €4,000 and €6,000 can be subsidised up to 80% in the form of innovation coupons. That is how Innou gives companies that are eligible for subvention, a way to improve their competitiveness through innovation.

## Something that many companies may not be aware of.

It's true that there are many companies that are not aware of these grants, but more and more companies now see innovation as a fundamental element for progress and suc-

## A professional with experience

Toni Parera, CEO and Creative Director at Innou, graduated with a degree in industrial design from Elisava/Southampton and an MA in project management from the Polytechnic University of Catalonia (UPC). He worked as a professor at Elisava, IED, UPC and Fundació CIM before beginning his business venture in 2012. Today, Innou is a product design and innovation agency working across a range of different sectors including packaging, agriculture, childcare, furniture, lighting and other consumer goods as well as Interior Design Projects.

cess. As certified consultants for ACCIÓ we have the experience, knowledge and tools (in the form of working time coupons) to help promote innovation in business.

**Innou**  
European Innovation Consultancy

www.innou.eu

