SWEET SMELL OF SUCCESS FOR ARONA AND CAPPA

BACKGROUND

A lifelong love of fragrance inspired Nora Irwin to develop Arona, an Irish premium solid perfume brand. Arona is made using organic beeswax, natural pure essential oils and absolutes. Synthetic and alcohol-free, Arona is packaged in eco-friendly containers, and available in three fragrances Delicate Rose, Zesty Citrus and Soothing Lavender.

THE NEED

Arona approached The Centre for Advanced Photonics & Process Analysis (CAPPA) as they required assistance in both developing and testing new products for the cosmetics market. Arona was able to fund this research through the Enterprise Ireland Innovation Voucher initiative. This initiative provides an opportunity for SMEs to engage in small scale or early-stage R&D activities which are particularly well suited to exploring new ideas or concepts.

THE SOLUTION

Together with an independent test laboratory, CAPPA was able to carry out in house measurements and testing to narrow the additional work to be certified.
CAPPA worked closely with Arona to assess development goals and milestones in getting the new product to market. CAPPA also assisted the company to secure additional funding for research and product development.

BENEFITS OF THE ENGAGEMENT

Being able to leverage additional funding has greatly increased the efficiency within the product development cycle. ARONA can now move to market confident that its products will be of the highest quality and efficacy and has the additional capability to look at new market options.

"THE CAPPA TEAM WERE EXTREMELY HELPFUL IN NAVIGATING THE RESEARCH AND WORK REQUIRED TO DEVELOP THE NEW PRODUCT. ALL WORK WAS COMMUNICATED REGULARLY, AND ISSUES DEALT WITH IN A TIMELY MANNER. WE ARE HOPING TO CONTINUE OUR RELATIONSHIP WITH THEM AND WOULD HIGHLY RECOMMEND THEM AS A COLLABORATIVE RESEARCH PARTNER."
- Nora Irwin, Managing Director, BEE Arona Ltd.

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!