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Tetra Pak Invests in Next-Gen Product Development Centre in Texas

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Tetra Pak announced the groundbreaking of a brand-new facility at its U.S. and Canada headquarters in Denton, Texas, marking a significant expansion of its Product Development Centre (PDC). This new investment will enhance Tetra Pakâ??s ability to support food and beverage brands as they ideate, formulate, launch and scale innovative products with greater speed and efficiency.

With a focus on collaboration and knowledge sharing, the PDC supports customer efforts to create new, profitable products andâ?¯evaluate theâ?¯equipment needed to produce them. The expanded PDC, scheduled to open in Q1 2027, will encompass 12,000 square feet with an additional 3,000 square feet for a Customer Innovation Centre (CIC). Often offered alongside a PDC, the CIC provides an immersive experience to apply experimental methodologies for co-creation. Together, these spaces will feature flexible meeting and co-creation areas designed to support deep collaboration with customers.

â??Innovation is key to our customersâ?? success and todayâ??s groundbreaking represents our continued commitment to helping brands move faster from concept to consumer,â?• said Seth Teply, President and CEO of Tetra Pak U.S. and Canada. â??This investment expands our ability to support customers as they navigate complex product development challenges to avoid costly pitfalls, gain efficiencies and accelerate their path to market, all within a single expert-driven ecosystem.â?•

The expanded PDC and CIC will offer end-to-end support leveraging Tetra Pakâ??s global network of experts, technologies and testing capabilities. With a one-stop-shop model that integrates processing, packaging, formulation, testing and scaling expertise, customers will be able to streamline development timelines and confidently commercialise new products. The new space will double the current production capacity and is engineered to support rapid prototyping, optimisation, and hands-on coâ??creation, helping brands respond quickly to consumer trends.