

Nutra-Life, Inc.

Location: Boise, Ada County

Project Area: New Product Development

Situation

Nutra-Life Inc. is an enhanced beverage business that was founded in Boise by Rick and Rebecca Anson in 2008. The company provides healthy supplement alternatives by using water hydration as a delivery source. The idea of delivering supplements through a bottle cap came about when the couple noticed how difficult it was for their children and friends to swallow vitamins. After coming up with their idea, the Ansons contacted the TechHelp New Product Development Team at Boise State to see if it was doable. TechHelp worked with Nutra-Life to solve several interrelated issues:

1. Design & create a functional and food-safe water bottle cap that would hold the tabs and provide just the right flow to slowly dissolve the tablets.
2. Design & create nutritious supplement tabs that would taste good and dissolve properly in the cap.
3. Coordinate tab and cap changes so that the entire system would work properly.

Solution

- Nutra-Life worked with a Florida company to develop five all natural supplements for energy, appetite suppressant, immunity, sleep and libido.
- Nutra-Life & TechHelp NPD developed a reusable, bio-degradable three chambered cap that allows water in a bottle to run past the supplements and into the mouth.
- TechHelp worked with Nutra-Life to secure a grant from the Idaho Commerce PTAC group that helped fund design work for additional uses of the product.
- TechHelp's ability to quickly design and produce prototypes using a variety of materials allowed the team to solve cap/tab issues and rapidly settle on final designs.

Results

- Nutra-Life & TechHelp progressed from initial concept to product launch in one year.
- Nutra-Life used TechHelp's quality designs and prototypes to test cap/tablet function and to present the product to a major manufacturer.
- Nutra-Life invested \$400,000 in product design & prototypes and plant & equipment needed to produce NutraCaps and NutraTabs.
- Nutra-Life experienced a cost savings of \$50,000 by using TechHelp NPD services.
- Nutra-Life uses several Idaho companies for product molds, production & packaging.
- Nutra-Life enjoyed a wildly successful introduction of the NutraCap during the September 2009 Albertsons Boise Open Golf Tournament and the St. Lukes Women's Fitness Celebration.
- Nutra-Life forecasts sales of \$50,000 during the first quarter after product release.
- Nutra-Life continues to work with TechHelp designing related products that have great potential for consumer and other applications.

"It was great working with TechHelp's experienced staff at the NPD Lab at Boise State. The team has a strong skill set and provided us with a good material base that helped us quickly move through prototype iterations and evolve to our final design."

Rick Anson, Owner
Nutra-Life, Inc.



The clever Nutra Cap fits 85% of all bottled water and allows users to "change the mood of their water" by placing 5 different kinds of nutritional supplements into the cap.

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