

August 5th, 2024

Lectori Salutem,

I am pleased to write this letter as a recommendation for Gurunandan Velumani. Trivium Packaging has published a challenge in September 2023 to develop a new generation easy opening and dosing for a new product line targeting senior/elderly people at the age above 70 years. Gurunandan took the challenge as his master thesis. In May 2024 he graduated successfully at the University of Twente in Industrial Design Engineering with his thesis; 'An Explorative study on design packaging of metal cans for elderly nutrition.'

The thesis of Gurunandan is not only relevant for Academic Research but also for Trivium Packaging. It brings valuable new insights on consumer experiences, well defined problem descriptions and multiple trajectories to solutions. The notable strength of Gurunandan is to combine academic theory and analytical thinking with practical day to day applications and good understanding of the business. The recommendations and solutions provided in this thesis enabled Trivium Packaging to develop a new packaging roadmap for Elderly Nutrition.

Next to the above, Gurunandan demonstrated excellent problem analysis, understanding both the details as well as the main critical points. In his thesis he demonstrated that Trivium employees collectively worked with incorrect assumptions. With new insights he developed multiple solutions; evolutionary, revolutionary and out-of-the box. He evaluated these solutions and created samples for testing.

Gurunandan has a humble personality and is a pleasant person to work with. His personality enables him to bring new insights in a friendly convincing manner. He is a great team player and the members of the focus group enjoyed working with him.

In conclusion, I highly recommend Gurunandan Velumani as an industrial Design Engineer. He is a pleasant person to work with, demonstrated excellent problem-solving skills and his creative thinking has led to business relevant solutions. I am confident he will apply his strengths in every challenge he will undertake.

Please feel free to contact me via [arjan.gerritsen@triviumpackaging.com](mailto:arjan.gerritsen@triviumpackaging.com) if you have further questions.

Kind regards,

Arjan Gerritsen  
General Manager

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