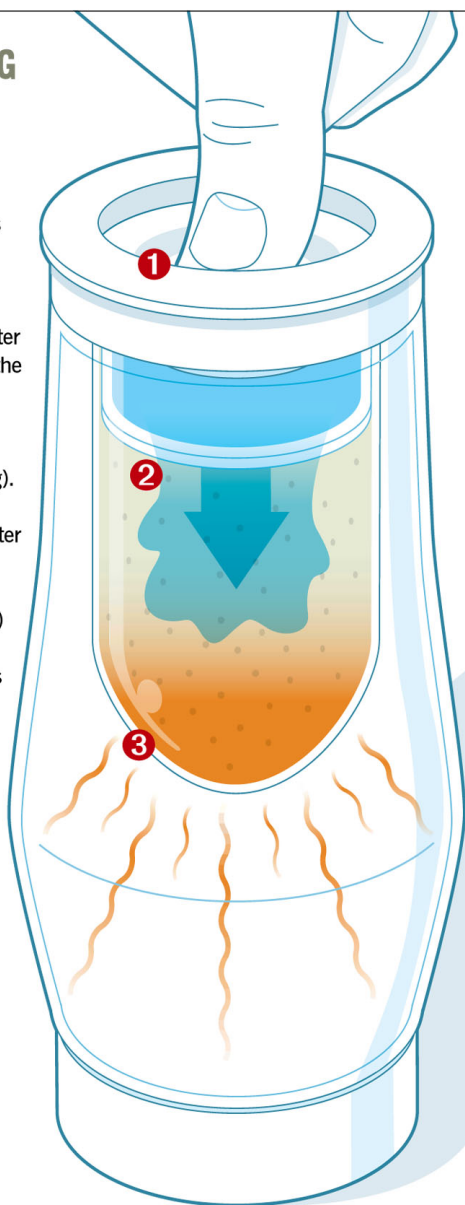


PACKAGING

HOW IT WORKS

Custom-built molding machines join an inner cone holding calcium oxide (quicklime) with a six-layer outer vessel containing the beverage (coffee right now; cocoa, soups, and mac & cheese are coming). Push a plastic button **1**, and water (shown in blue) is released into the quicklime (orange) **2**, starting a reaction that heats the contents to 145 degrees in six to eight minutes **3**.



ONTECH, San Diego, ontech.com

In an on-demand world, why not have on-demand hot coffee at your desk? That's the promise of OnTech, whose self-heating, shelf-stable lattes—sold under the Wolfgang Puck brand at Kroger, BJ's Wholesale Club, and Kmart—have finally made it to retail shelves after nearly a decade of R&D. (A four-pack at Kroger costs \$8.99.) CEO Jonathan Weisz partnered with Puck, packaging giant Sonoco, and Lakeside Foods to launch the insta-hot era. A Kroger rep says, "There's nothing like it" in stores today. OnTech's market may just be heating up. — *Matthew Boyle*

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BREAKOUT COMPANIES

As seen in Fortune Magazine...

OnTech was listed as one of *Fortune* Magazine's Top 25 "Breakout Companies" for 2005, in its May, 2005 issue.

The product highlighted was OnTech's self-heating, shelf stable containers, now displayed nationwide on grocery store shelves through a partnership with Wolfgang Puck.

OnTech used TRIZ, Quality Function Deployment (QFD) as well as Six Sigma to design the product, solve problems along the way and bring it to market.

Dr. Michael Slocum, co-author of *Insourcing Innovation*, was the chief scientist behind more than 400 innovation problems that were solved to commercialize the beverage container.