

New Ideas

Frequently Asked Questions

Q: What is the process for submitting new ideas?

A: There are two options for submitting your idea to Reynolds Consumer Products: 1) e-mail or 2) via mail. Regardless, you must include the accepted Disclosure Agreement. Once we receive your request it is placed in a queue to be analyzed and investigated. We will only contact you again if we decide to explore using your idea.

Q: Where do I find the Disclosure Agreement?

A: The Disclosure Agreement is available on the following website: ReynoldsConsumerProducts.com

Q: How do I submit the Disclosure Agreement?

A: Once you open the link for the document found on reynoldsconsumerproducts.com you can enter in all appropriate information right into the form. Make sure you click on the checkbox indicating you have read the Agreement and accept its conditions. You can then save the document to your computer.

This completed document along with any other supporting materials or information should then be emailed to newideas@reynoldsbrands.com

You can also send the completed Disclosure Agreement with any other supporting material or information to:

Reynolds Consumer Products
3E-301
1900 W Field Court
Lake Forest, IL 60045

Q: Why do I have to sign a Disclosure Agreement for Reynolds Consumer Products to consider my idea?

A: Reynolds Consumer Products receives a large number of unsolicited ideas from across the globe. Often the ideas are already known to our engineers and scientists, are disclosed in publicly available sources or have been previously submitted by another. Our policy is intended to avoid any misunderstandings.

Q: Why does your Disclosure Agreement appear to protect Reynolds Consumer Products but does not protect me?

A: Reynolds Consumer Products' policy and the reasons for it are described above. It is simply not reasonable or businesslike to expect anyone to agree sight unseen that something is original, confidential or proprietary. If you are not comfortable with Reynolds Consumer Products' policy or the terms of our Disclosure Agreement, we encourage you to file an application for a patent as soon as possible. When the application issues as a patent send us the patent number and we will get a copy from the Patent Office for review. Reynolds Consumer Products prefers ideas that are already covered by a patent. Such ideas are protected by patent law and do not require a Disclosure Agreement.

Q: Why does Reynolds Consumer Products prefer ideas that are patented?

A: If an idea is truly novel and has significant commercial potential, it would have to be patented or patentable to justify diverting resources from funded Reynolds Consumer Products R&D programs to develop the new idea, bring it to market and support it for customers. Ideas and technologies that are not protected by intellectual property are too vulnerable to knock offs and competition to justify any investment of R&D dollars

Q: Am I able to make any changes to your Disclosure?

A: We do not make exceptions to our policy for unsolicited new ideas.

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Q: I'm still not comfortable disclosing my idea under your Disclosure Agreement. Is there anything else that can be done?

A: Unfortunately, no. We require a Disclosure Agreement or issued patent to proceed with evaluation of your submission.

Q: What information should I submit with my signed Disclosure Agreement?

A: Our engineers and scientists are highly qualified experts in the technologies that Reynolds Consumer Products uses and our marketing professionals understand our markets worldwide intimately. A brief, concise description of the technical problem or consumer insight; a succinct description of the solution and a summary of the results obtained are all that they need. This information along with the completed and signed Disclosure Agreement will allow a faster, more thorough evaluation of your idea. A regular or provisional patent application may be included, even if it has not yet been filed.

Please DO NOT submit testimonials, endorsements, letters from government officials, marketing studies, patent searches or other extraneous materials about the idea. Your idea will be considered based on Reynolds Consumer Products' business needs; not its technical merit or what others may think of it.

Q: I am submitting this idea on behalf of someone else. May I sign the Disclosure Agreement?

A: No. The Disclosure Agreement must be signed by the individual who believes that they conceived the idea. If the idea was believed to be conceived by an employee of a company, the Disclosure Agreement should be signed by an authorized officer of that company. Reynolds Consumer Products does not accept or respond to Disclosure Agreements signed by agents, lawyers, invention submission companies or others.

Q: Is Reynolds Consumer Products welcome to new ideas?

A: Reynolds Consumer Products is interested in novel ideas in our markets that have significant commercial potential and can be protected with intellectual property. Unfortunately, the vast majority of outside ideas that we receive each year are not novel, are not practical or have limited commercial potential. Often, ideas are too vague and conceptual for action.

Q: How long will it take to review my submission?

A: The time to review a submission depends on its complexity, current workload of Reynolds Consumer Products personnel and other factors. We try to respond to new submissions within 90 days of receipt. Following up before 90 days, sending additional materials or attempting to further "market" the idea will not be helpful.

Contacting others within Reynolds Consumer Products to submit or promote the idea or appeal an evaluation is counterproductive. All Reynolds Consumer Products employees, including officers, follow this policy and will direct all communications concerning unsolicited ideas back into this process.

Q: Will I receive feedback on why Reynolds Consumer Products is not interested in my idea?

A: No. We only indicate whether or not we are interested in investigating your idea further based on Reynolds Consumer Products' business needs. If we are interested, we may enter into an appropriate written agreement with you to protect the legitimate interests of both parties. In the absence of a written, signed agreement to the contrary, Reynolds Consumer Products does not promise anything and does not assume any obligations whatsoever with respect to ideas or materials submitted to it other than obligations imposed by the patent laws.

Q: What if I have additional questions not covered in the FAQ?

A: Please contact Reynolds Consumer Response department at 800-433-2244