

# 4

## Key Questions for Designing Great Packages

### 1

### How should you approach your initial research?

Packaging demand is influenced by a wide range of factors:



Convenience



Rising Health Awareness



Brand Enhancement

Source: Pira International Ltd survey of WPO member organizations



Where most sustainable packaging efforts are directed:

**65%** Design for recyclability or use of recycled content

**57%** Weight reduction

**41%** Renewable or bio-based materials

**25%** Compostable materials

Source: 2011 DuPont survey of global consumer packaged goods manufacturers and converters

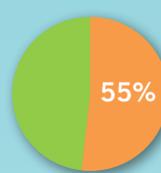
More than half of U.S. consumers would give up all forms of packaging provided for convenience purposes if it would benefit the environment, including:



Packaging designed for easy stacking/storing at home



Packaging that can double as a re-sealable container



Packaging designed for easy transport

# 40%

Roughly 40 percent of consumers will sometimes think to look for products with less packaging

Source: Nielsen's PanelViews study of 65,000 households

### 2

### What are the package's functional requirements?

Packaging structures need to be mobile

**20%** of meals in the United States are eaten in the car



Packaging needs to address single-servings

**27%** of U.S. households are single-person households

### 3

### How do you bridge the gap between marketing, design and production teams?

Sensory packaging

If people focus on a product for more than 3 seconds, they are **63%** more likely to buy it



If people pick up a product, they are **96%** more likely to buy it

### 4

### Does the design enhance the "Defining Moment" for the product?

Single piece cap design trend

U.S. cap producers are moving closer to mass adoption of the one-piece cap for beverages such as soda



Future Outlook

World demand for caps and closures is projected to rise to

**\$40 Billion in 2014**



There's more to learn about the Four Key Questions for Designing Great Packages. Click here to watch the full presentation.



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