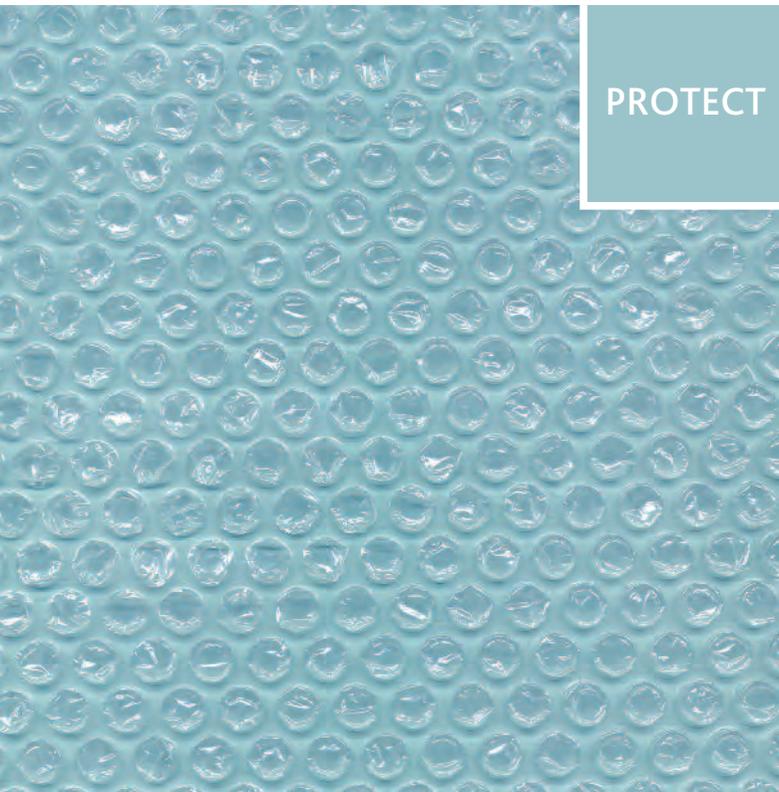




OPEN



CLOSE



PROTECT



INFORM



Packaging Resolved



OPEN

CLOSE



PROTECT

INFORM



Packaging Resolved

Bad packaging is potentially dangerous to your customers and to your brand.

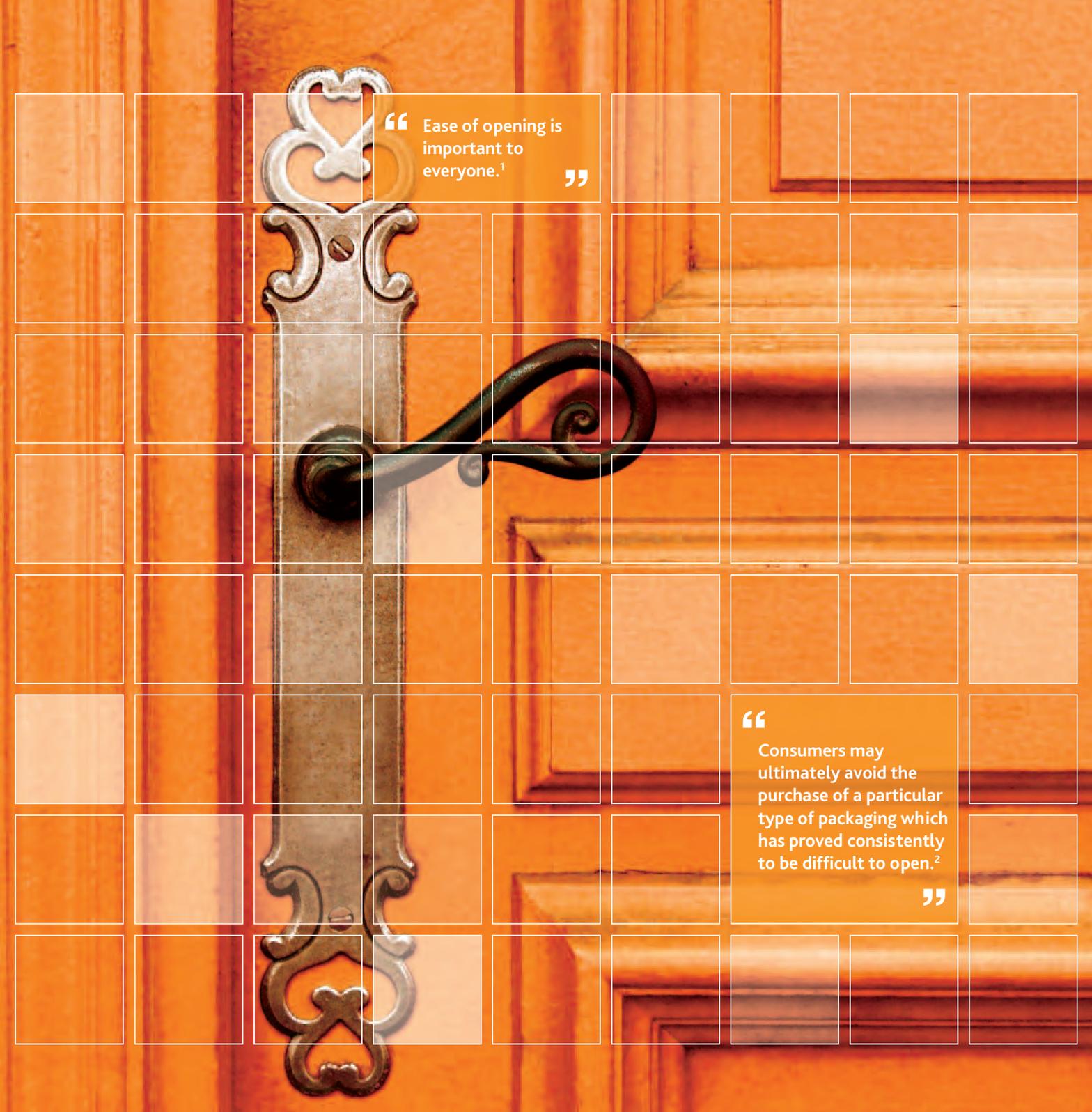
It can frustrate people, injure customers, kill jobs, destroy product sales.

51% of people surveyed said difficulty opening a product was the most frustrating thing about packaging. Over 70,000 people a year end up in A&E because of accidents with packaging. 1 in every 10 IT products sold, and 1 in every 10 cigarettes smoked, may be counterfeit or illicit. And counterfeiting and piracy have wiped out around 2.5 million jobs worldwide.

Good packaging resolves these issues.

It's an inherent, positive part of any successful product. And it's where we lead the way. Our design studios can help you with how to Open a new pack or Close a resealable one, Inform your customers or Protect your brand. We build our products to meet your needs. In other words, we can provide as much or as little of our complete package as you want or need.

Open, Close, Inform, Protect.
We are Packaging Resolved.

A photograph of a wooden door with a decorative metal handle. The door is covered with a grid of white-outlined squares. Two text boxes are overlaid on the grid. The top box contains a quote about the importance of ease of opening, and the bottom box contains a quote about consumers avoiding difficult-to-open packaging.

“ Ease of opening is important to everyone.¹ ”

OPEN

A hard-to-open pack has the same effect on potential customers as a closed sign on a shop door: it stops them buying your product. But an easy-to-open pack works like a Welcome mat: it shows you care about your customers, and want them to enjoy your product.

“ Consumers may ultimately avoid the purchase of a particular type of packaging which has proved consistently to be difficult to open.² ”

¹ JRA Focus Group Research 2009
² Packaging – Ease of opening – Criteria and test methods for evaluating consumer packaging, DD CEN/TS 15945:2011



Open.

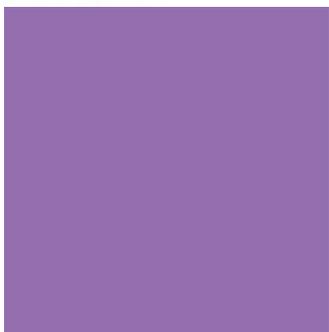
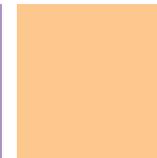
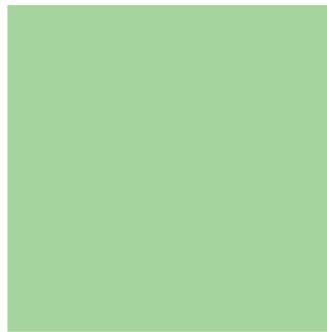


With 51% of consumers naming difficulty opening packaging as their most common frustration, "wrap rage" is a growing problem.³

Indeed 40% of European consumers will not buy over-packaged products. And hard-to-open packaging can also lead to damaged and wasted contents.⁴

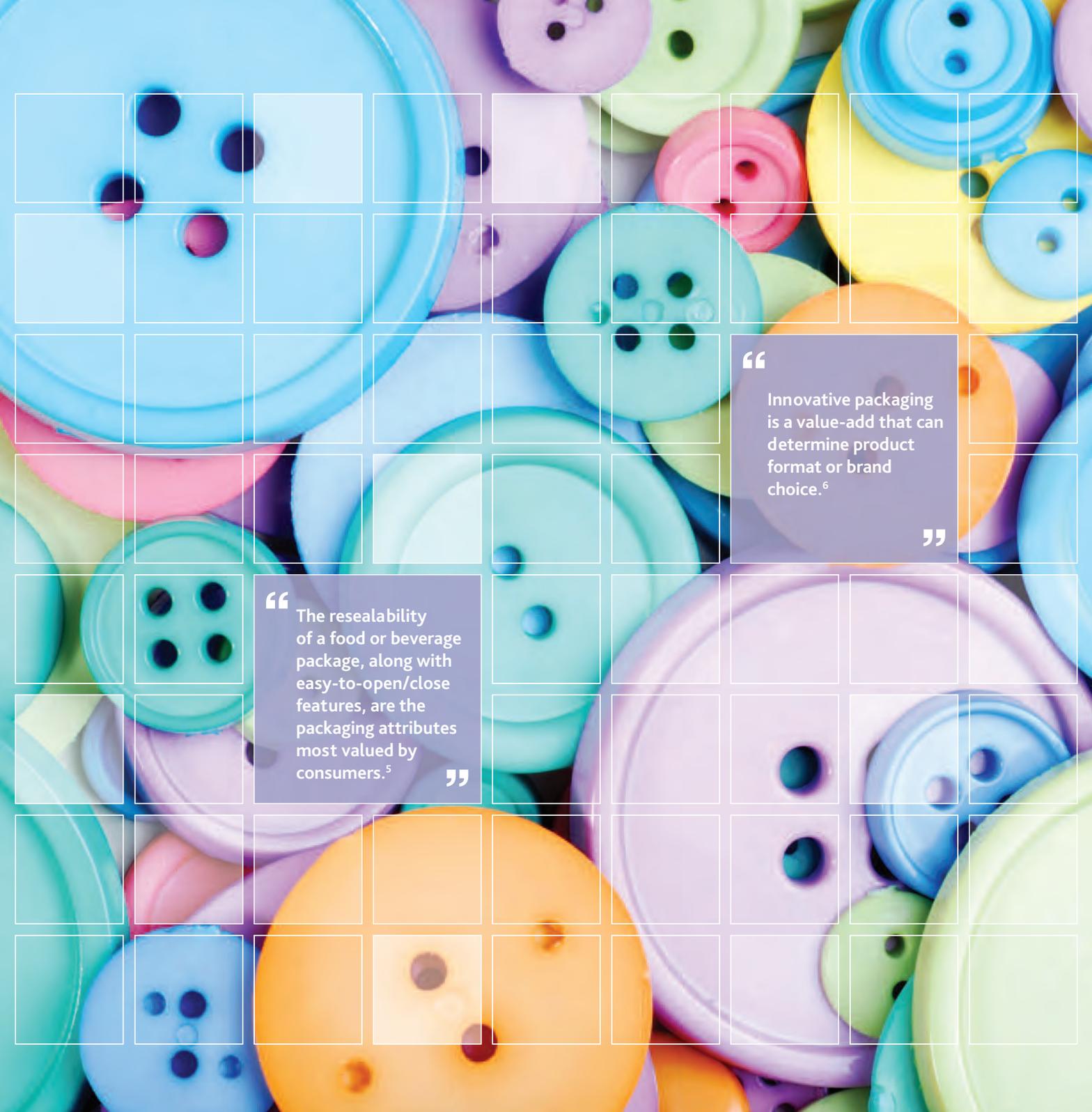
Yet nothing beats the convenience of successful packaging, the sensory pleasure of opening a pack, and the release of the contents' fresh aroma.

What will your customers remember about your packaging, product and – ultimately – your brand? Frustration with the packaging, or freshness and convenience?



³ JRA Research, Packaging Frustrations 2012

⁴ Datamonitor Consumer Survey, July/August 2010



CLOSE

“

Innovative packaging is a value-add that can determine product format or brand choice.⁶

”

“

The resealability of a food or beverage package, along with easy-to-open/close features, are the packaging attributes most valued by consumers.⁵

”

There's nothing good value about a large "value" pack if the contents lose their freshness and are thrown away before they're finished. No wonder 34% of consumers polled said they would pay more for resealability.⁷ Which means a resealable pack can add value to your brand as well as offering value for money to your customers.

⁵ Food and Beverage Packaging Trends in the U.S, Consumer Viewpoints and Marketer Opportunities, Packaged Facts

⁶ David Sprinkle, Packaged Facts

⁷ Harris Interactive Poll cited in Food & Drinks Packaging – commercial implications and future outlook, June 2010

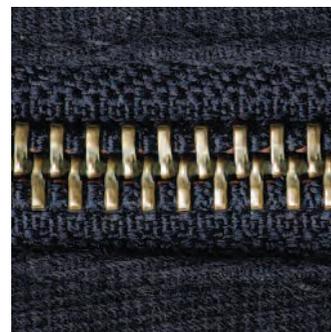
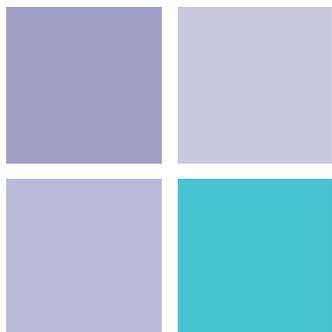
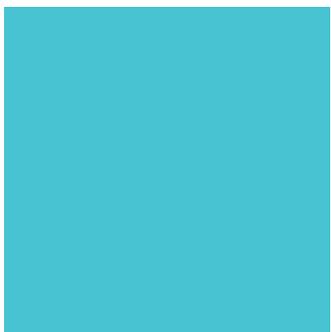
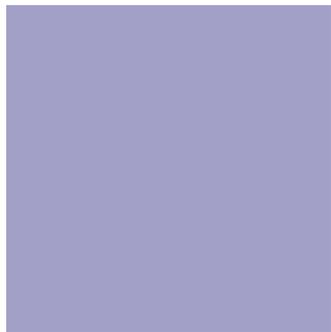
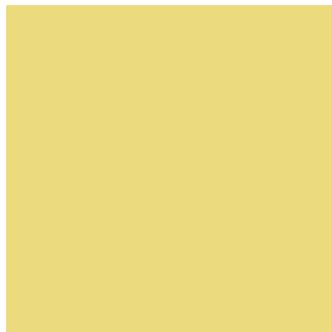
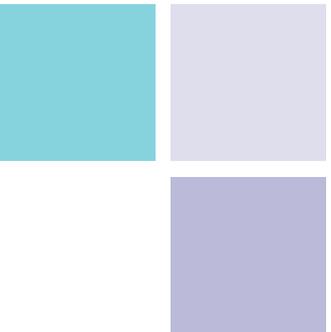
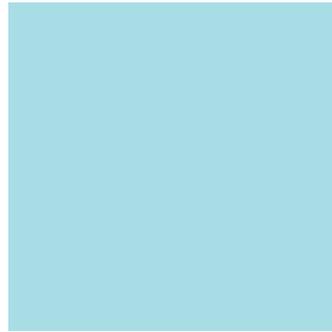
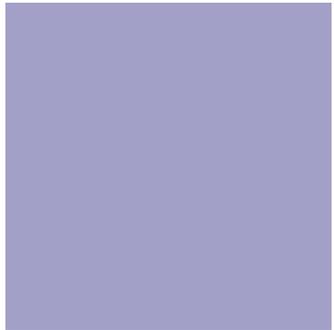
Close.



69% of consumers said freshness was a key benefit of packaging in their choice of grocery.⁸ At the same time, convenience and health-and-wellness trends mean they want single-serving options and portion control.

Resealable pack solutions help meet these needs keeping your product fresh and avoiding food waste. And because your product is kept in the pack, your branding is kept front-of-mind.

So resealability keeps consumers coming back to your pack, and to your product too.



⁸ Datamonitor Consumer Survey, May June 2011

INFORM

“

Packaging is the number one medium to communicate the brand.⁹

”

“

Price-Marked Pack sales are 66% higher than standard packs.¹⁰

”

Packaging is as much a part of your product as any of its ingredients.

It affects consumers' perceptions, brand impressions and consumption behaviour.¹¹ So it's hardly surprising that the best way to obtain advantage in an overloaded consumer goods market is through innovation in packaging.¹²

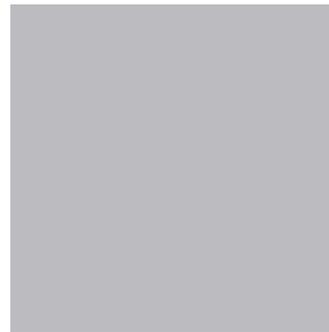
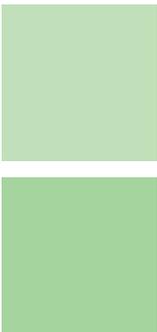
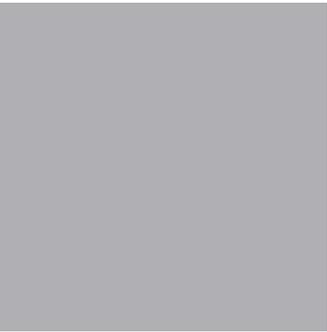
And no-one is more innovative than us.

⁹ Michael Okoroafor, Vice President Global Packaging, HJ Heinz, The Packaging Conference, February 2012

¹⁰ Talking Retail, 2011

¹¹ Bottomly & Doyle, 2006

¹² Jugger, 1999



Inform.



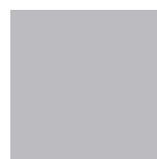
Your packaging is a conversation with your consumers.

Whether it's simply saying "buy me", delivering a promotion, communicating a complex message about product or brand benefits, providing essential information and instructions, or giving on-shelf impact at point-of-sale and beyond, packaging can speak as loudly as words.

Work with our design studio and we can develop numerous innovations – such as changing the tape, not the pack for maximum impact; or doubling available space using multi-page labels, without compromising your design.

They're all ways to cost-effectively control the conversation and communicate your messages, to win and keep customers.

INFORM



PROTECT

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Each year over 1.5 trillion products carry our brand protection technologies.¹³

”

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The total global economic value of counterfeit and pirated products is as much as \$650 billion every year.¹⁴

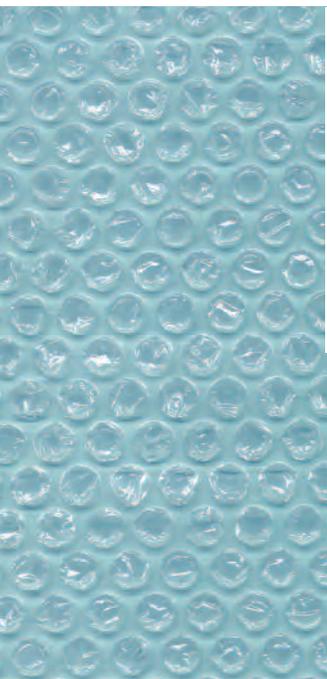
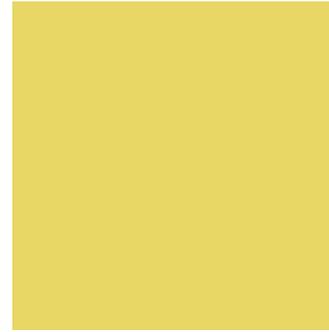
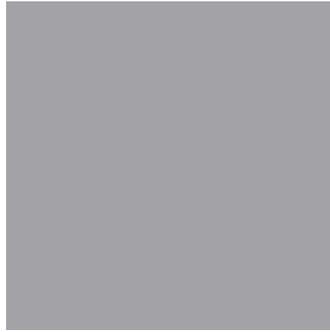
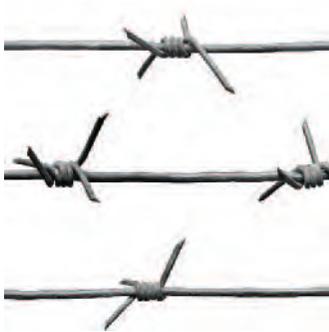
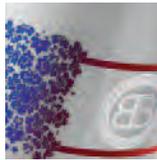
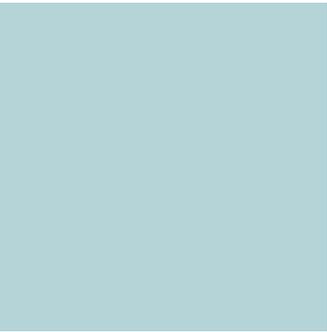
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Counterfeit products such as pharmaceuticals can lead to catastrophic – even fatal – results. So packaging must work hard to protect the product it contains, the brand owner and the consumer.

From clearly demonstrating tamper evidence to building in sophisticated authentication technologies we can help you to reassure your consumer.

¹³ Payne Security: Company estimate from authentication products & technologies sold 2004-2012

¹⁴ Frontier Economics



PROTECT

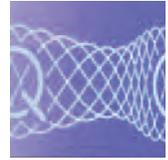
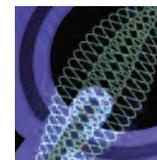
Protect. 

Brand protection should be the norm for every product, not the exception.

Our packaging offers protection which can be overt, covert, forensic – or any combination. It can protect against tampering, refilling, counterfeiting and diversion. And best of all, there may be little or no extra cost involved.

With a supply chain that's secure at every stage, we protect your product and your brand from pack design to production.

With our products you can have brand protection built-in.





Packaging Resolved

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www.packaging-resolved.com

