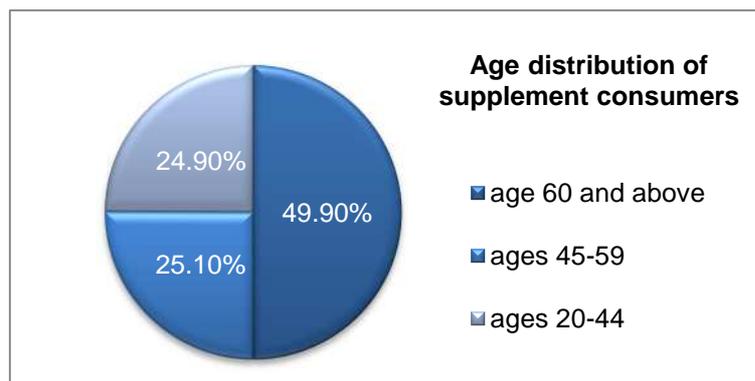


Effervescent packaging for best-agers

Quickly opened, safely closed – the new FOG 27 closure

by Ursula Hahn, product management, Sanner GmbH

About a quarter of German adults consume nutritional supplements. Amongst the most popular ones are vitamin and mineral supplements, often sold in the form of effervescent tablets.



According to the German Federation of Food Law and Food Science (BLL), 168 million packages of supplements were sold in 2014 in Germany, an increase of 3.2 percent compared to 2012/2013¹. 60 percent of nutritional supplement users are female. In total, about a quarter of all consumers are between the age of 45 and 59, while about half of them are 60 or older.²

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Time for more user-friendly packaging

Consequently, the so-called best-agers are the most relevant target group for the producers of nutritional supplements. These customers, in turn, have very specific requirements concerning product packaging. According to the German Federal Association of Senior Citizens' Organizations (BASGO), more than 90 percent of senior citizens struggle with opening consumer packaging in general; three quarters of the survey participants criticized the handling properties of opening mechanisms in particular³. A survey conducted by Chemnitz University of Technology⁴ came to similar conclusions, thus confirming the complaints. The major source of criticism, next to ill-functioning opening mechanisms, is the amount of physical effort needed for initial opening.

¹ Bund für Lebensmittelrecht und Lebensmittelkunde e.V. (Federation of Food Law and Food Science), Multi vitamins and magnesium are the most popular food supplements, 18.12.2014, <http://www.bll.de/de/presse/pressemitteilungen/pm-20141218-multivitamine-und-magnesium-die-beliebtesten-nahrungsergaenzungsmittel>

² Bundesinstitut für Risikobewertung (Federal Institute for Risk Assessment, Study on target group-oriented risk communication about food supplements, 2013, <http://www.bfr.bund.de/cm/350/zielgruppengerechte-risikokommunikation-zum-thema-nahrungsergaenzungsmittel.pdf>

³ Bundesarbeitsgemeinschaft der Senioren-Organisationen (Federal Association of Senior Citizens' Organizations), 2003, Pool of complaints for elderly consumers; results of survey about packaging, http://www.bagso.de/fileadmin/Aktuell/Verbraucherforum/Verpackungen_Ergebnisse_Langfassung_01.pdf

⁴ Frank Dittrich and Birgit Spanner-Ulmer, Study, Technical University Chemnitz, 2010

The majority of consumers react to negative experiences by not purchasing or repurchasing the product. That is why demand for innovative and user-friendly packaging concepts is rising. These not only simplify the handling experience for best-agers, but also that of younger consumers.

Consumer test delivers clear results



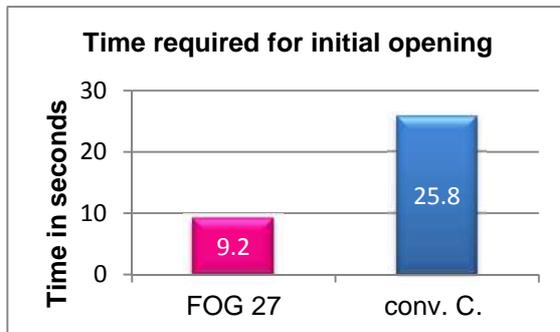
Based on the requirements set specifically by older customers, Sanner GmbH has developed a highly user-friendly closure concept. In the course of the development process, the company commissioned a comparative consumer test in March 2016⁵. Test persons compared the handling properties of a conventional closure (conv. c.) to those of the new FlipTop closure concept (FOG 27).

In accordance with the major points of criticism, the consumer test focused on the way of opening, time and physical effort. The quantitative handling test, derived from the target audience method DIN CEN/TS 15945:2011, DIN SPEC 91145, the group of testers consisted of 120 women (60%) and men (40%) in charge of their respective households, who purchase and consume vitamin, mineral or painkiller tablets two to three times per month. The age distribution corresponded to the actual user distribution (see chart on page 1).

⁵ The consumer test was conducted by Quo Vadis, a Cologne-based market research institute, and Packaging Intelligence, a market research institute focusing on packaging.

Open in a third of the time

The testers were asked to open the packaging several times, take out effervescent tablets and close the packaging again. How and in which timespan the participants opened the packaging was observed, as well as the difficulties they encountered. The most striking re-



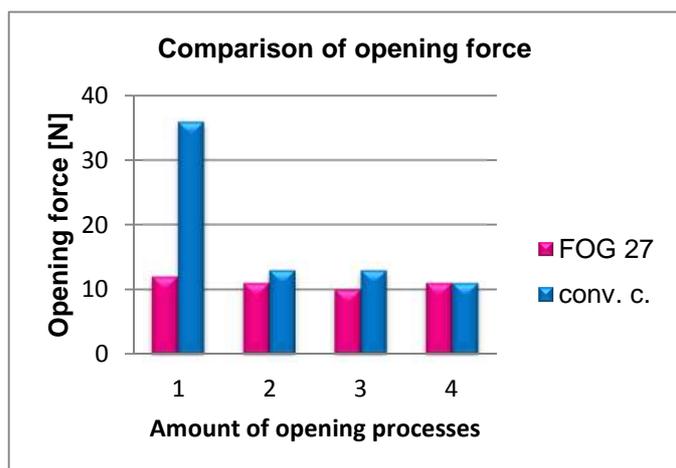
sults were that it took the testers significantly less time and physical effort to open the new FOG 27 closure. Testers particularly liked (87%) the intuitive opening of this closure. Accordingly, they were able to open the FOG 27 closure in 9.2 seconds on average. The same process took 25.8 seconds for the conventional closure.

Hence the participants could open the FOG 27 closure in approximately a third of the time.

The way of opening is also relevant for the intuitive handling of a packaging tube. Testers particularly appreciated the easy removal of the warranty band, as well as the painless opening. For instance, the participants did not complain about pressure marks on their thumb or aching fingers when testing the FOG 27.

Low physical effort, high convenience

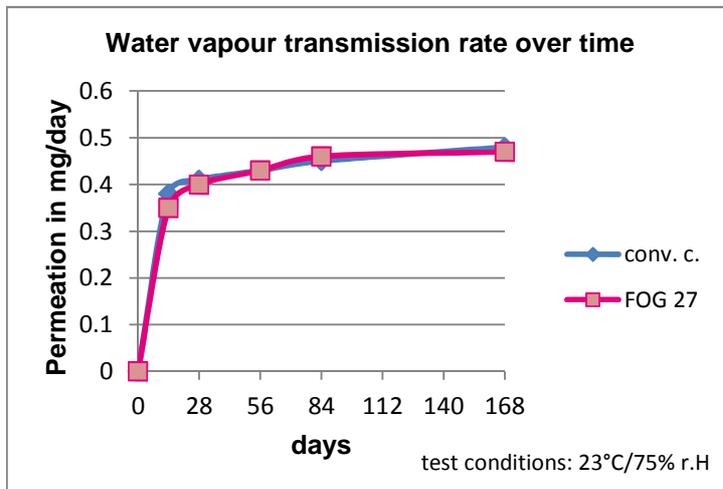
Even if consumers have a good grip on the closure and it is intuitive to open – whether they perceive the closure as user-friendly ultimately depends on how much effort – in the sense of physical effort – they require to reach the product inside.



Especially regarding the initial opening process, there are strong differences

between the two closure concepts: The physical effort required to initially open the FOG 27 is 12 newton. To open the conventional closure 36 newton are needed. In line with this measurement, 85 percent of the testers rated the FOG 27 closure as generally very easy to open.

Reliable product protection

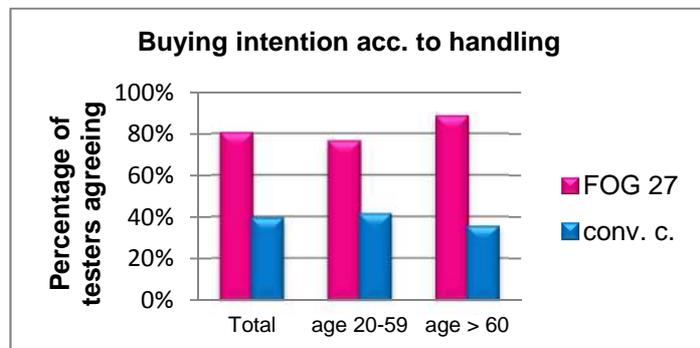


To preserve the tablets' effervescent properties, the packaging must prevent moisture ingress. For hygienic reasons, the closure should also shut tightly to keep foreign substances out of the packaging. Despite the fact that it is easy to open, the FOG 27 closure shuts just as tightly as conventional closures. Hence, 92 percent of the

participants confirmed that the FOG 27 closure shuts tight, even after repeated opening. The reason, amongst others, consists in the fact that the FlipTop of the FOG 27 is firmly connected to the tube and can be intuitively closed. Additionally, the closure top cannot be misplaced or get lost.

Handling test reveals significant customer preferences

For 40 percent of the testers, user-friendly packaging is a relevant criterion for their purchase decision. Even a small adjustment significantly increases customer satisfaction: Due to its user-friendly handling properties almost 90 percent of the best-ager target group would repurchase the product with the FOG 27 closure.



The participants appreciated the easy opening and intuitive handling of the FOG 27 closure. Hence the new FOG 27 provides producers of nutritional supplements with a true alternative. The consumer study testers confirmed: after just one handling experience they would immediately prefer and repurchase the effervescent tubes with the FOG 27 closure. As a result, the new closure provides two solutions in one – customers receive a user-friendly packaging and supplement producers have more satisfied customers and a higher repurchase rate.

The results at a glance

- Compared to the conventional closure, the new FOG 27 can be opened in just a third of the time.
- Best-agers can open the FOG 27 easily, quickly and with just one hand.
- Testers especially appreciate needing 70 percent less physical effort to open the FOG 27 closure.
- In terms of tightness, the FOG 27 is just as reliable as conventional closures: despite the easy opening, full product protection is ensured.
- Because the FlipTop closure is connected to the effervescent tube, the FOG 27 closure is easy to close and cannot get lost.



For more information, please visit:

<http://www.sanner-group.com/en/>