

Press Release

FOG 27 – easy, safe and intuitive opening

Sanner launches senior-friendly closure for effervescent packaging

Bensheim/Germany, 27th June 2016 – [Sanner GmbH](#), a manufacturer of high-quality primary plastic packaging, has developed a new closure for effervescent packaging. Participants of a comparative study confirm that the new FOG 27 closure can be opened in about a third of the time – and with 70 percent less physical effort compared to conventional closures. This way, not only best-agers receive a safe, high-quality alternative. Food supplement producers gain satisfied customers and accordingly high repurchase rates.

About a quarter of adults consume nutritional supplements such as vitamins or minerals, often sold as effervescent tablets. About half of these consumers are 60 years or older; so-called best-agers. According to the German Federal Association of Senior Citizens' Organizations (BAGSO), more than 90 percent of senior citizens struggle with opening consumer packaging in general; three quarters criticize the handling properties of opening mechanisms in particular.

Subsequently, good and easy handling of the packaging is especially important. "For producers of food supplements this is a decisive factor," says Ursula Hahn, product manager at Sanner. "In case of bad experiences with the packaging, repurchase rates decline considerably." To find a remedy, Sanner has developed the new, user-friendly FOG 27 closure – and let consumers judge in a comprehensive study.

FOG 27 convinces in consumer test

The test, conducted by the market research institutes Quo Vadis and Packaging Intelligence, focused on the way of opening, as well as the time and physical effort required. The quantitative handling test surveyed 120 women (60 percent) and men (40 percent) in charge of their respective households, who purchase and consume vitamin, mineral or painkiller tablets two to three times per month.

The most striking result of the test is that 87 percent of the participants confirmed the intuitive opening. Apart from the easy removal of the warranty band, testers particularly appreciated the painless, single-handed opening. They neither complained about pressure marks on their thumb, nor about aching fingers. As far as opening time is concerned, the new FOG 27 also stands out from conventional closures: participants required approximately a third of the time to open the FOG 27 (9.2 instead of 25.8 seconds). Moreover, the amount of physical effort needed for the first opening is significantly lower: 12 newton instead of 36 newton.

Reliable product protection, higher convenience

In terms of tightness, the FOG 27 is just as reliable as conventional closures: despite the easy opening, full product protection is ensured. “One of the reasons,” Ursula Hahn explains, „is that the FlipTop of the new closure is tightly attached to the tube and can be intuitively closed.” Another advantage: the closure cannot get lost. This way, a small packaging optimization provides significantly higher convenience and customer satisfaction. Thanks to the good handling, around 90 percent of best-agers would buy the product with the user-friendly FOG 27 closure again.

Together with the Brilliance[®] Tubes from Sanner, which are decorated using in-mold labelling (IML) technology, customers receive an all-in-one solution for highest convenience and attention at point-of-sale. The Brilliance[®] Tubes offer high-quality, photorealistic printing with endless design varieties. The font size can be flexibly adapted to improve readability. Especially expressive motifs attract customers’ attention; sales messages can be conveyed without many words.

Satisfied customers – high repurchase rates

Ursula Hahn is convinced that „who wants to achieve long-term customer loyalty cannot escape this trend.” Whether as single closure or combined with the Brilliance[®] Tube, the FOG 27 provides several solutions in one: “customers receive a user-friendly packaging; and food supplement producers obtain an

especially attractive solution, satisfied customers, and higher repurchase rates,” Hahn concludes.

Images and captions

- Sanner_FOG_27_Handling.jpg: The new FOG 27 closure for effervescent packaging from Sanner not only convinces best agers with its easy, fast and intuitive handling
- Sanner_FOG_27_Verschlussband.jpg: The warranty band of FOG 27 is easy to remove while the closure remains firmly attached to the tube
- Sanner_Brilliance.jpg: The Brilliance® Tube, printed with the IML technology, ensures higher attention at point-of-sale

Sanner profile

Based in Bensheim, Germany, [Sanner GmbH](#) was founded in 1894 and is now in its fourth generation as a family-owned enterprise. Sanner develops and produces high-quality plastic packaging and components for pharmaceutical, medical and healthcare products. The world's leading manufacturer of desiccant caps, Sanner produces two billion plastic parts each year for standard and customized packaging solutions. With 500 employees in Germany, China, Indonesia, India, Hungary and the U.S., the company generated annual sales of 59.6 million Euros in 2015. Further information on Sanner is available on the Internet: www.sanner-group.com.

Media contact

Communication Harmonists GmbH & Co. KG

Annette Crowther

Poststraße 48

69115 Heidelberg

Germany

Tel. +49 (0)6221 18779-27

Fax +49 (0)6221 18779-11

sanner@commha.de