

DISPENSING CLOSURES

Consumers expressed the drivers behind their Vitamins & Dietary Supplements (VDS) purchase decisions and their preferences for specific VDS package formats. This insight provides a foundation for the functionality and aesthetics that win on shelf by enabling us to better understand the appropriateness of stock or custom-designed packaging solutions which meet your brand objectives.

What / When / Who / Where

Qualitative focus groups were conducted with women and men between the ages of 25-70 years old. All must take vitamins or dietary supplements on a weekly basis. All must have purchased a portable OTC pain or allergy relief product in the past 6 months.

Package Formats/Market Samples Tested



Hinge Guard



Versa



EcoSnap



Nutragen



Methodology

Open-ended Questions

Consumers were asked questions regarding their purchase motivators, product perceptions (likes/dislikes) regarding vitamins & dietary supplements and its packaging formats.

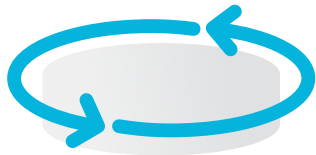
Existing Package Reactions

Consumers were asked to identify their favorite brand/package format as well as to evaluate aesthetic and functional appeal of various packages. Criteria included:

- Size
- Ease of Opening/Closing
- Intuitiveness
- Ease of Dispensing
- Secure Sealing Impression
- Visual Appeal

DISPENSING CLOSURES

Identified Drivers for Package Selection



Ease of Opening/Closing



Secure Closing



Dosing Flexibility



Intuitiveness

Package Format Perceptions

VERSA	NUTRAGEN	HINGE GUARD
<ul style="list-style-type: none"> • Wide orifice • Large thumb recess • One-handed • Audible click (secure closing) 	<ul style="list-style-type: none"> • Controlled dosing • Attractive design • Audible click (secure closing) 	<ul style="list-style-type: none"> • Secure closing • Wide orifice • Extra ring prevents tampering

EcoSnap Consumer Impressions



"Sustainable"

"Easy to access liner"

"Modern"

* CONSUMERS LOOKING FOR:

- 1 Smaller orifice for controlled dosing
- 2 Audible click to indicate secure dosing
- 3 Large thumb recess to ease one-handed opening/closing