

HANDLEWARE

TricorBraun's Design & Engineering team continues to build our research library by testing handleware packaging technologies and solutions with consumers. In partnership with NSM Research, we recently asked consumers to evaluate their appreciation for current handleware packaging, which included size, shape and placement of both recessed and through-hole handle designs.

What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility in October with women and men between the ages of 35-60 years old. Feedback and insights on handleware preferences was obtained for the following categories: Laundry, Household Cleaning and Lawn & Garden.

Methodology

Behavioral Questions: General questions of how they use these products.

Open-ended Questions: General product perception (likes/dislikes), overall preference.

Existing Packaging Reactions: Consumers were asked to evaluate the shape, size and placement of both recessed and through-hole handle designs.

Products & Categories Tested



Through-Hole Handle



Recessed Handle



CONSUMER FEEDBACK ON CURRENT OFFERINGS

PACKAGES ARE:






- Big & bulky
- Cumbersome
- Inconvenient
- Difficult to control
- Uncomfortable to use

CONSUMERS WANT:






- Greater control
- Flexible grip
- Ease of transport
- Balanced dosing

HANDLEWARE

EVALUATION FOCUSED ON: STRUCTURAL VS. FUNCTIONAL

HANDLE PLACEMENT		GRIPS	
	TOP <ul style="list-style-type: none"> + Optimal for transport + Optimal for sprayer applications - Uncomfortable for pouring 		FINGER GRIPS <ul style="list-style-type: none"> + Secures & guides grip for dry or wet hands + Improves portability - Uncomfortable for some hand sizes
	SIDE <ul style="list-style-type: none"> + Best balances weight + Versatile 		TEXTURE GRIPS <ul style="list-style-type: none"> + Secures & guides grip for dry or wet hands + Improves portability + Secures grip without forcing finger placement (accommodates all hand sizes/shapes)
	BOTH <ul style="list-style-type: none"> + Accommodates transport & pouring + Large shelf impact/differentiation + Convenient - Extra plastic use 		

HANDLE DEPTH		THROUGH-HOLE VS. RECESSED	
	THICK <ul style="list-style-type: none"> - Uncomfortable for small hands (women/seniors) - Full package requires two hands 		THROUGH-HOLE <ul style="list-style-type: none"> + Secures & controls grip + Improves pouring experience + Improves portability
	THIN <ul style="list-style-type: none"> + Better for carrying multiple items + Entire hand can wrap around for greater control 		RECESSED <ul style="list-style-type: none"> - Less control - Dropping concerns - Cumbersome to carry with other items

HANDLE SHAPE		FIXED VS. ADJUSTABLE HAND PLACEMENT	
	SMALL <ul style="list-style-type: none"> - Large hands cannot fit all 4 fingers (men) - Pinches fingers (awkward) - Gloves are challenging 		FIXED <ul style="list-style-type: none"> - Cannot adjust hand placement - Full package requires two hands - Wrist fatigue when full
	LARGE <ul style="list-style-type: none"> + Can fit all 4 fingers + Accommodates use of gloves - Waste perception (large hole) 		ADJUSTABLE <ul style="list-style-type: none"> + Flexible pouring control + Alleviates wrist fatigue - Waste perception (large hole)
	CIRCLE <ul style="list-style-type: none"> - Unnatural - Uncomfortable for pouring - Waste perception (large hole) 		