

## CHILD-RESISTANT CLOSURES

TricorBraun's Design & Engineering team continues to build our research library by proactively conducting consumer research. In partnership with NSM Research, we recently asked consumers to evaluate current child-resistant closures (CRC).

### What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility in April with women between the ages of 30-60 years old, with children, and who were active OTC and nutraceutical users.

### Objectives

Evaluate consumer appreciation and preferences for various child-resistant closures (CRC) as well as packer designs. Identify development opportunities for next generation CRC solutions as well as packaging (packers).

### Methodology

**Closure Introduction and Ranking:** Individual activity

**Open-Ended Questions:** Moderator-led group discussion to gain insight into rankings and preferences

**Alternative Bottle Solutions:** Round, oblong, square

**Word Prompts:** Consumers were given 20 different adjectives, both positive/negative, and were asked to place the adjective next to the product they felt it best described.

### Next Generation Bottle Designs



### Commercially Available Products Tested

#### Push & Turn



#### Push & Turn (Bi-Injected)



#### Squeeze & Turn



## CHILD-RESISTANT CLOSURES

### Top Word Associations



**Design C**

1. Traditional
2. Outdated
3. Boring



**Design L**

1. Modern
2. Functional



**Design C**

1. Unnecessary
2. Frustrating
3. Clunky



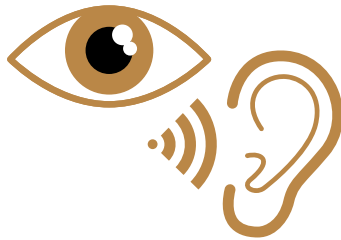
**Design C**

1. User-friendly
2. Modern
3. Innovative



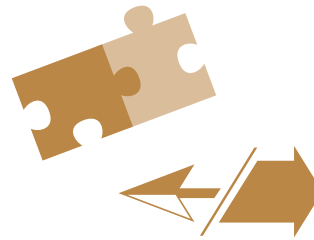
#### CRC vs Senior-friendly

Consumers generally perceived "senior-friendly" closures as less child-resistant



#### Visual / Audible Cues

Consumers want sealing assurance



#### Bi-Injected Preference / Traditional vs Modern Closure

Consumers seek functionality and shelf impact



#### Packer Innovation

Square packers provided more perceived branding billboard than round packers (on-shelf differentiation)

## HOW WILL YOU **EVOLVE** YOUR PRODUCT OFFERING?

Consumers told us how marketers can win with them

