

LINERS

TricorBraun's Design & Engineering team, in partnership with NSM research, has launched a series of monthly in-house consumer focus groups. The goal of this research is to provide our designers with insight into consumer acceptance of and preference for certain packaging innovations.

What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility with women between the ages of 25-55 years old.

Methodology

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

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.



PRODUCTS TESTED		KEY INSIGHTS
	None	<ul style="list-style-type: none"> - Messy - Unsafe - Cheap
	Plain	<ul style="list-style-type: none"> + Safe + Not tampered + Hygienic

PRODUCTS TESTED		KEY INSIGHTS
	Embossed/ Printed	<ul style="list-style-type: none"> + Premium + Brand name - Promotions/social links - Needs alignment
	SniffSeal	<ul style="list-style-type: none"> + Not tampered + Try it before you buy it + Fewer retailer returns

Key Takeaways

- The inclusion of any type of **lining solution helps enhance the consumer's perception** of the product.
 - Improved tamper resistance
 - Improved hygiene
 - More premium
- **Liner innovations**, such as embossed or embossed and printed, **help to improve not only the brand perception**, but also the **perception of the quality of the product inside**.
- **SniffSeal technology allows consumers to "try it before you buy it"** with fragranced products and potentially reduces retail returns.