

Business Information Centre



Packaging Ideas

How can your **packaging** impress your customers? What type of packaging are your **competitors** using? Who has developed **innovative** approaches to functionality and design? How can you save yourself **time** and **money** by using **accurate** research?

Our Business Information Centre, based in Invest NI headquarters in Bedford Street, Belfast, offers you access to worldwide market research, company databases, tenders alerts and other business information. It holds a range of information about packaging in various consumer sectors. Some examples are given below. Please contact us to make an appointment:

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CANADEAN

Pack-Track –by Canadean Intelligence

An interactive database which tracks new packaging innovations which arrive on supermarket shelves around the world. It can help to: shorten packaging development pipelines; add value by finding unique points of differentiation; develop branding with confidence ... assess the impact of a pack idea as the consumer sees it on the shelf – see sample on back page.

Product Launch Database

Data on thousands of consumer product launches, gathered by researchers and shoppers worldwide:



With the release of new The Better Chip Cheese & Chips Snack, Fresh Gourmet Co., LLC is aiming to offer an easy-to-consume bite-size snack for cheese lovers. The product in a 2.5 oz. gable-top paperboard box, with a clear window to view the chips, is a combination of chips and 100% cheese baked into a chip. Pack copy states, "Bold flavor. Simple ingredients. Better snacking." and indicates the chips to be gluten free, an excellent source of calcium, and to have 8g of protein, positioning it as a healthy snack choice

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Adding Value Through Packaging: Alcoholic Beverages

The alcoholic beverages sector has seen some notable packaging innovations recently in terms of sensory appeal, improved convenience and added functionality.

Labeling innovation is getting stronger within the alcoholic drinks category

The alcoholic drinks category is increasingly concerned with engaging consumers from their position on the shelf, focusing not just on advertising but also on the labels that sell their products in the store.

Adding Value Through Packaging: Haircare

The haircare sector has seen some notable packaging innovations recently in terms of sensory appeal, improved convenience, added functionality and environmental sustainability.

Conference Presentation: Packaging in an Age of Fragmented Media – Implications for FMCG Brands

People are paying less attention to traditional advertising, giving brands less exposure among consumers. A product's packaging may be the first time that the consumer encounters the brand – whether this is in-store or virtually when online shopping or researching products.

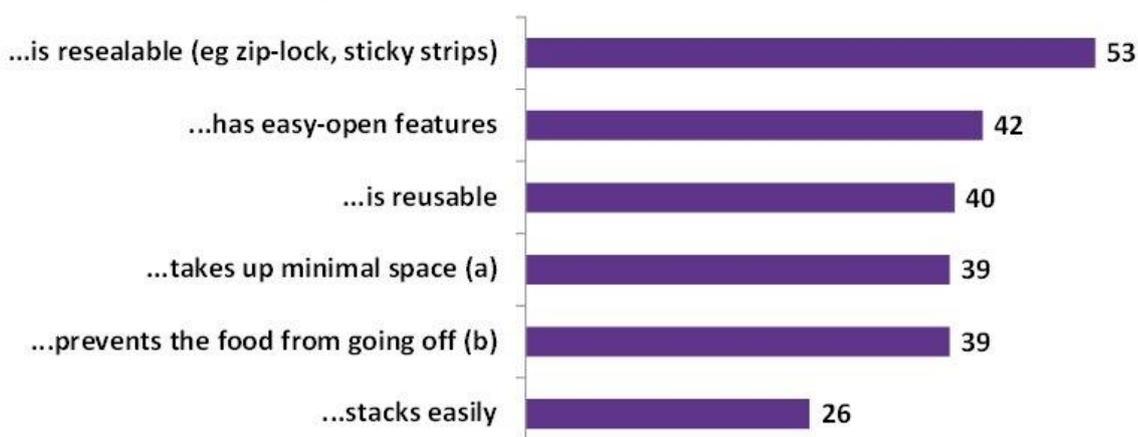
MINTEL

Food Packaging Trends - UK - January 2016

“Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel.” See partial table below

“Which, if any, of the following features of product packaging are/would be most useful to you? Packaging that...”

Base: 2,000 internet users aged 16+



Extract from PackTrack from Canadean (full report has more text and photos)



Brand & Product Name	Maitre Coq - Coq au Vin; Poule au Pot
Country Found	France
Packaging Details	Tub
Closure	Friction-Fit Lid / Cap / Node; Heat-Seal
Decoration	Embossing / Raised; Labels – Self-Adhesive Plastic / Metalized Film
Primary Benefits	Brand impact and shelf presence; Visual or sensory impact
Other Benefits	Convenience; Cost reduction; Easy to cook or heat in the pack; Material reduction

CONSTRUCTION/MATERIAL

- Thermoformed opaque black PP tub, rectangular in section with rounded corners and tapered sides; wavy pattern to sides; raised brand logo to one ends.
- Clear plastics film lidding membrane with a pull-tab to one side.
- Thermoformed opaque black PP friction-fit lid with ridged finish to sides of raised middle section.

OBSERVATIONS

Pack supplier: Plastobreiz. To warm up the product: pierce the membrane and microwave for 4 minutes.

BENEFITS/COMMENTARY

- All-black plastics pack (tub with a lid) has smart appearance and good shelf presence in a sector dominated by oversleeved trays.
- Moulded brand logo to side of tub assures consumer of product authenticity and further raises the presentation level.
- Moulded features have a strengthening function making lightweight tub and lid more rigid.