

COMMON IMPERFECTIONS IN PACKAGING according to consumers

- difficulty
- in opening
- lack of re-closing mechanisms,
- poor legibility
- of information
- first opening protection element missing

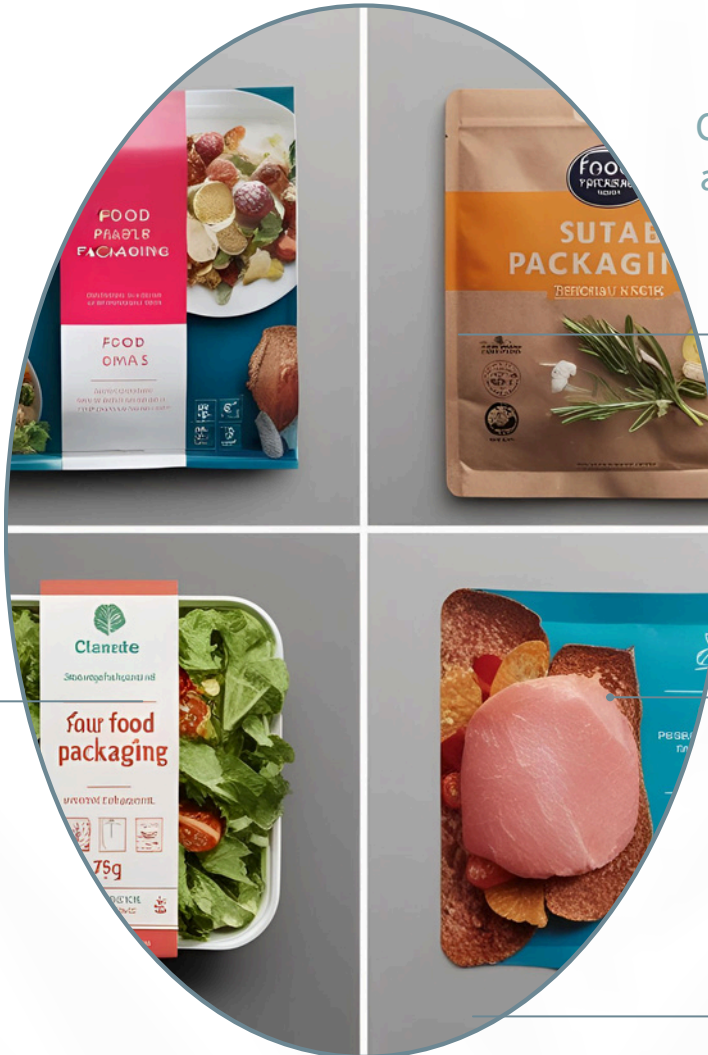


What should packaging be like?

according to consumers

Safe and functional

Chemical inertness,
protective properties,
and the ability to be
repeatedly opened
and closed are highly
valued by consumers



Informational

Consumers value packaging as
a source of information about
a product's ingredients and
shelf life

Cheap

Price and promotion
are key factors in
choosing

Ecological

A valued but not
decisive aspect

