Background

Product packaging has become the “silent salesperson” on the shelf trying to close the deal and entice consumers to purchase your brand over the competition. Those responsible for product packaging design and marketing try various techniques from catchy and vibrant label designs to innovative package shapes meant to attract the consumer to their product; however, consumer friendly packaging, leak prevention, and freshness continue to be the highest ranking and most sought after package attributes.

“The sleek design of the refill cap with a visible red Lift ‘n’ Peel™ MAX liner sends a clear brand identity message to consumers, while at the same time differentiating the refill bottle from the original SB12® packaging.”

~ Magnus Andersson, Kumla Plastprojekt AB
(Closure Manufacturer)
Induction Sealing

Faced with the task of providing safety, security, tamper evidence, and product freshness, billions of packages a year rely on induction seals as the packaging component to address these design requirements. Advances and innovation by Selig in the induction seal market actively addresses the important needs of the consumers and brand owners with easy-to-open, consumer-friendly packaging, and the opportunity to create highly customizable colors, prints, and promotional opportunities using Lift ‘n’ Peel™.

Researching the Consumer

To fully understand the consumer’s perception of Selig’s unique Lift ‘n’ Peel™ induction seal, a shopping mall quantitative intercept study was conducted targeting shoppers who were 21 years of age and older and do at least half of the household grocery shopping. Qualified respondents were asked to rate four different containers, one at a time, two with a Lift ‘n’ Peel™ induction seal liner, and two with a standard induction seal liner.

It was clear that consumers found all induction seals extremely important, with the highest emphasis placed on product safety, freshness, ensuring no leaks or spills, and being easy to remove.

Convenience and being easy to open, without the use of a tool, was the factor most liked about the Lift ‘n’ Peel™ over a traditional seal. Lift ‘n’ Peel™ was the preferred induction seal in all questions asked of the qualified respondents in the study.
Brand Loyalty & Label Indication

Our quantitative research findings indicate that consumers prefer easy-to-open packages with their preference of Lift ‘n’ Peel™ versus a traditional seal. Of respondents who preferred Lift ‘n’ Peel™, 74% indicated they would very likely switch to another brand of product if it used the Lift ‘n’ Peel™ induction seal liner.

To advertise the benefit of using Lift ‘n’ Peel™, marketers have started to indicate that their product uses Lift ‘n’ Peel™ on the label of the product, and 95% of respondents who preferred Lift ‘n’ Peel™ indicated they would find this very useful.

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