

Consumer-Centric Sustainable Innovations in Packaging



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Consumer-centric sustainable packaging...

Is there a silver bullet?



A woman with curly hair, wearing a light blue top, is shown in profile, looking at a shelf in a grocery store. She is reaching out with her right hand to touch a clear plastic container on the shelf. The shelves are stocked with various packaged goods, including bags of snacks and containers of food. The background is slightly blurred, showing more of the store's interior.

Our journey to create a universal
“consumer-centric” packaging solution...

Simple?

Yes, sounds easy.

But maybe not....

Let's listen to the customers....



Consumer packaging should be
easy to open and easy to reclose.

Consumer packaging should be **simple** to understand and easy to use.

Consumer packaging should be portable.

Packages should make it **easy to access** the product inside.

Packaging should be **sustainable**, use less materials, lighter weight, and make use of the latest flexible films.

Ideally, packages should use only the necessary materials and should **not be wasteful**.

Why not eliminate screw-tops, fitments, tear strips and pull tabs?

Many consumers have only **one hand available** while driving cycling, holding the baby, cooking or while on the phone.

More than 60,000 people in the UK go to the emergency room each year because they have cut themselves opening packages.



How might consumers open packages without using knives, scissors or teeth?



How do we prevent packages from spilling their contents?



What about the elderly?



The elderly live alone, suffer from arthritis, poor eyesight and weakened hands.

▪



And when we are in a hurry...
what a waste!



Cooking dinner can be difficult when you try to open stubborn packages.



Packages could be more child-friendly and fun to open.



Even strong individuals cannot open packages!



Blister packs are not only tamper-proof, they are consumer proof.



Using teeth may be the only way.



How many different devices does it take?



Baby safe packaging?



Caps and fitments can also end up in the baby's mouth.

Reduce packaging waste?



Bulky, rigid packaging adds to the ever-increasing landfill.

Sustainable packaging?



Caps and fitments add weight. They are a safety hazard for pets and children, expensive to recycle, and end up in the landfill.

Food security?



Packaging deployed for humanitarian need is not always humanitarian to consume.

Reduce food waste?



Sustainable Development Goals 12.3

Reducing Food Waste at Consumption

ALMOST A BILLION PEOPLE
are going hungry, while we waste
1/3 OF THE FOOD WE PRODUCE.



Consumers seek interactive,
hands-on experience with
functional convenience.
They also value sustainability.



Innovation: A Story of the PopTop Can



Innovation: Brand Differentiation

“...An appealing and innovative design will build differentiation on the crowded supermarket shelf.”

– *Packaging Digest*

**PACKAGING
DIGEST**



Innovation: Consumer Experience

“...Consumers look for that ‘extra experience’ from every purchase through a combination of outstanding looks and excellent functionality.”

– *Packaging Digest*



Innovation: On-the-go

“Packages provide the flexibility to consume on-the-go, whilst also catering for the increasing number of single-person households.”

– *Packaging Digest*

**PACKAGING
DIGEST**



Innovation: Functional & Sustainable

“While many manufacturers focus on the visual appeal of their packaging, functionality was actually the most important feature to consumers.”

40% functionality & size

14% design & appearance

– *Journal: Food Dive, 2016*

Innovation: Customer Experience

“Our retail landscape is changing daily with pop-up shops and e-stores...

The emphasis needs to be firmly placed on the emotional connection of the retail experience... Today’s packaging has to be more tactile – using the “physical” to form a new relationship with the consumer.”

– Article: *The Big Reveal* by Jonathan Ford

Innovation: Design differentiation

“Today, there are arguably two design strategies in the marketplace...

You either succeed as the low-cost producer, or you successfully differentiate your offering by designing in a relevant, meaningful way that is valued by shoppers, consumers and sellers.”

– *Journal: Design Management Institute*



Introducing....

PopPack[®]

- Intellectual property only
- Licenses patents and trademarks



Using air in a bubble to easily
“pop” open packages...

PopPack[®]

Using air in a bubble to easily
“pop” open packages...



PopPack®

Using air in a bubble to easily
“pop” open packages...



PopPack®

PopPack makes packages
safe, easy & fun to use.



Ease of Customer Use:

- Easy to open (with one hand)
- Easy to “pop”
- Easy to use
- Easy to empty
- Easy to re-close or re-seal

Customer Convenience:

- On-the-go
- Fast opening
- One-handed use
- Ergonomic, with human factors
- Light weight

Customers of all Types:

- Elderly
- Children
- Teenagers
- Parents
- Intuitive, for use by everyone

Customer Accessible:

- Weak hand strength
- Sight impaired
- Arthritic
- Parkinson's
- Handicapped
- No stress

Sensory Experience:

- Visual
- Audible (sound)
- Tactile
- Quality
- Memorable
- and FUN!

Safe to Use & Consume:

- No knives, scissors or teeth
- No touching the food product
- Reduced contamination
- Tamper evident
- Product is traceable & authentic
- Dosage control

Sustainable Advantages:

- Reduces food waste, loss and spillage
- Uses less packaging materials
- Has smart labeling potential
- Builds brand loyalty

Packaging Materials:

- Flexible films
- Bio-based materials
- Light-weight
- Films to extend shelf-life
- Recyclable
- No caps & fitments
- No tear strips

PopPack reduces food & packaging waste.



Reduces the eco footprint.



No tearing, spilling or spoiling.



No waste at consumer use.
(re-closable & re-sealable)



Eliminates caps & fitments.



Replaces rigid containers
with flexible packaging films.



Recyclable, for less landfill.



REDUCE
FOOD & PACKAGING
WASTE



Reduces packaging materials...



REDUCE
FOOD & PACKAGING
WASTE

Reduces packaging materials...

- No loose tear strips or pull tabs



REDUCE
FOOD & PACKAGING
WASTE

Reduces packaging materials...
- Less shipping space & weight



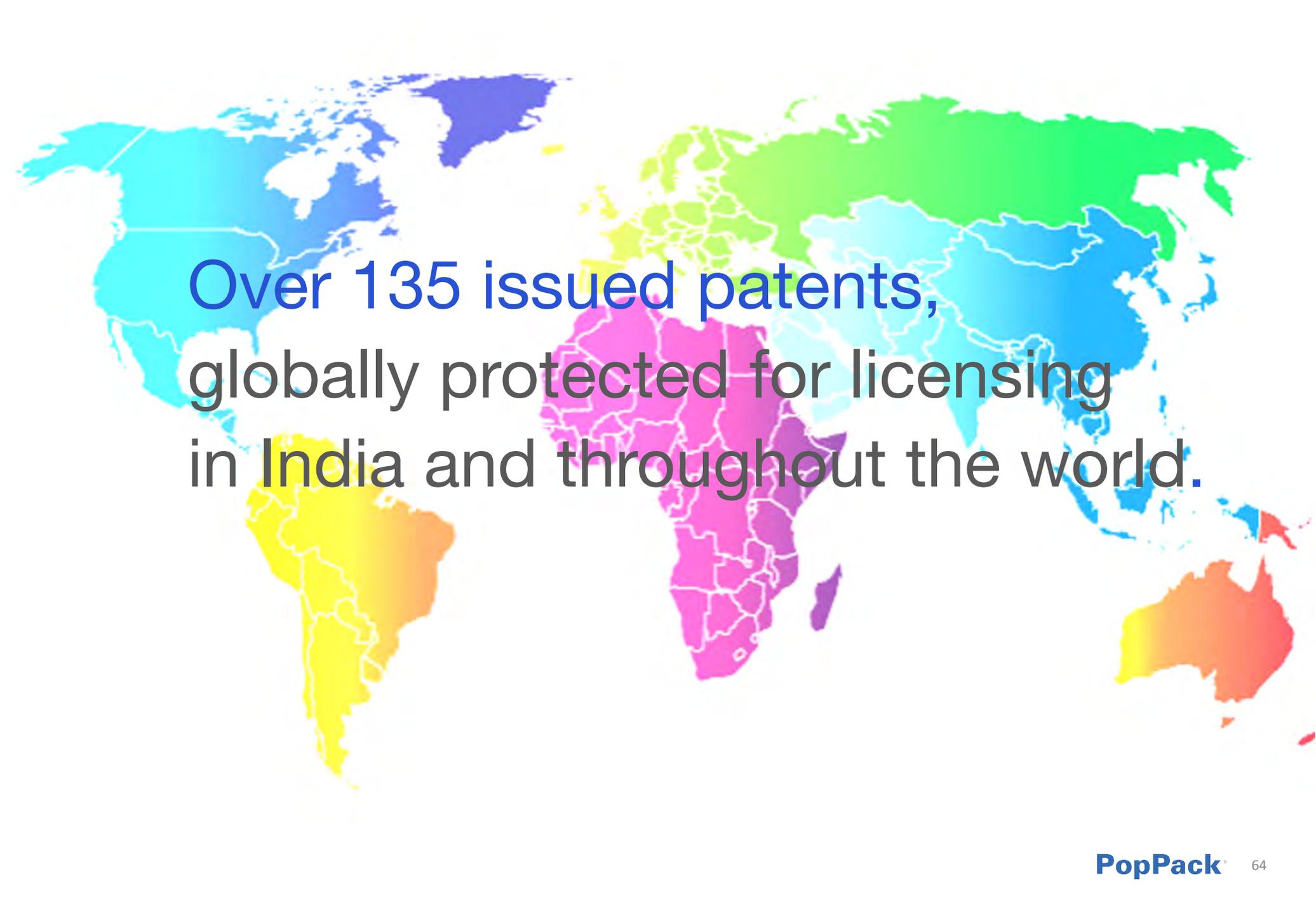
REDUCE
FOOD & PACKAGING
WASTE

Package types...

- Single portion
- Multiple serving
- Flexible & squeezable (no-spill)
- Pouches
- Sachets & stick packs
- Trays

Package Production...

- Works with existing machinery
- Simple retrofits
- Utilizes many types of films
- Works with closing mechanisms
- Affordable, scalable production
- Maintains line speed



Over 135 issued patents,
globally protected for licensing
in India and throughout the world.



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PopPack - a customer-centric sustainable packaging solution.





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It's in the bubble