

CLOSURES: DISPENSING VS. NON-DISPENSING

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	CATEGORY ASSOCIATION
 <p>Continuous Thread</p>	<ul style="list-style-type: none"> + Natural movement + Familiarity - Cumbersome 	<ul style="list-style-type: none"> • Discount Brands
 <p>Dispensing Mono-Injected</p>	<ul style="list-style-type: none"> + Cannot misplace cap + Premium = Unnecessary 	<ul style="list-style-type: none"> • Hair Care • Facial Care
 <p>Dispensing Bi-Injected</p>	<ul style="list-style-type: none"> + Cannot misplace cap + Premium + Like Tupperware 	<ul style="list-style-type: none"> • Food (dry) • Nutraceuticals

Key Takeaways

- Consumers believe **dispensing closures convey convenience** ("just flip and access"), while delivering ease of opening.
- Dispensing closures **alleviate the problem of lost caps**. (CT closures may be lost given they are not attached to the jar).
- Incorporating a dispensing closure **enhances the consumer's perception of the product** (more premium).

TricorBraun Success Stories

