PACKAGING YOU WANT TO TOUCH
Packaging is viewed as an extension of the product. In fact, a consumer’s first perception of value is largely based on look and feel of the package. Research shows that consumers spend, on average, three seconds eyeing a product on store shelves before deciding whether to purchase that product, sometimes referred to as “the first moment of truth.”

Considering the importance of perception in the buy decision, it makes sense to strive for standout colors, shapes and materials for packaging. One option? Soft touch thermoplastic elastomers (TPEs). They can differentiate a package, and often times visually alert the consumer that there is something unique about that package and product.

According to MeadWesvaco’s Packaging Matters Study, a reported 64% of consumers have tried a new brand because the packaging caught their eye. If aesthetically pleasing packages can influence consumers to pick up the product, they are 80% more likely to place it in their cart than return it to the store shelf. Tactile qualities provided by TPEs, such as a silky feel, along with their colorability can encourage consumers to do just that.

Packaging is becoming more personalized, and what’s more personal than communicating with consumers through their sense of touch? People tend to remember what they touch much longer than what they see or hear. TPEs add functionality to the package that engages consumers and enhances their experience, positively affecting overall product satisfaction. This leads to the so-called “second moment of truth,” which is all about how the consumer experiences and interacts with the product.

Soft touch TPEs can also be used in packaging of everyday products to emphasize product enhancements or provide value-added features. They communicate to consumers that what is being held is an upscale product that will deliver added functionality commanding a higher value. Packaging that connects with consumers through multiple senses is a popular trend, especially in the cosmetic and luxury packaging sectors.

Owners of today’s brands are seeking a relationship with consumers. Tactile communication is an underutilized method of connecting with consumers which can be a differentiator influencing brand preference.

The “third moment of truth” happens after the consumer has experienced the product and package together and begins to form a decision about whether to buy the product again. Packaging designed with the attributes of soft touch TPEs add functionality that can lead to the product differentiation and consumer loyalty that brand owners are seeking.

If you want learn more about how TPE’s can transform the packaging experience, contact PolyOne GLS Thermoplastic Elastomers at +1 800-457-8777 or email us at info@glstpes.com