

SOFT TOUCH HELPS YOUR BRAND STAND OUT





When faced with revitalizing an iconic brand, Bayer chose a package makeover with an oversized ergonomic cap for Aspirin™ and Aleve™ over-the-counter medications. The cap is over-molded with GLS™ Thermoplastic Elastomers (TPEs) to make it easier for arthritis sufferers to grip and get to the pain reliever inside. The easily recognized caps with raised logos are preferred by consumers and endorsed by the Arthritis Foundation.

Baby Boomers are the second largest consumer segment after Millennials, but have significantly more spending power, controlling over seventy-five percent of America's wealth. There are tremendous unmet needs when it comes to packaging for Boomers. Marketers that invest in addressing unmet needs can create meaningful distinctions for their brands, resulting in strong loyalty from targeted consumer groups. When redesigning packaging, soft touch materials draw attention to package and product improvements. GLS TPEs increase package functionality that adds value to the product and can be the tipping point to influence consumers into spending a little extra for a better packaged product, especially when the package remain integral to use of the product throughout its lifetime.

Bayer used cap color variations to introduce brand extensions and to make it easier for consumers to find a product on store shelves that is right for them. As an added benefit due to better stacking of bottles with

over-molded TPE caps, Bayer was able to eliminate cartons all together, resulting in less packaging waste to landfill and a positive impact on carbon footprint. Today's consumer is more environmentally aware, and sustainability is growing as an area of concern. Consumers expect owners of the brands they trust to be environmentally responsible. TPEs are compatible with most municipal recycle streams and address the need for sustainable packaging.

Soft touch materials add color and texture to the package, allowing it to stand out from the competition on store shelves. Adding a tactile element to packaging may also reduce the risk of failure during new product introduction. TPEs signal to the consumer that there is something new and special about the product. Designing packaging with soft touch attributes enhances the consumer experience, enabling product differentiation that ultimately affects the consumer's purchase decision and leads to repeat sales. Scented TPEs are also available in a variety of fragrances for a truly multi-sensory experience.

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