

IMPACT OF SUSTAINABILITY ON PACK & PRODUCT TESTING

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TODAY'S PRESENTERS

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SUSTAINABILITY IN TODAY'S WORLD

What it means to consumers,
manufacturers and researchers

Sustainability is the biggest global movement impacting pack & product development

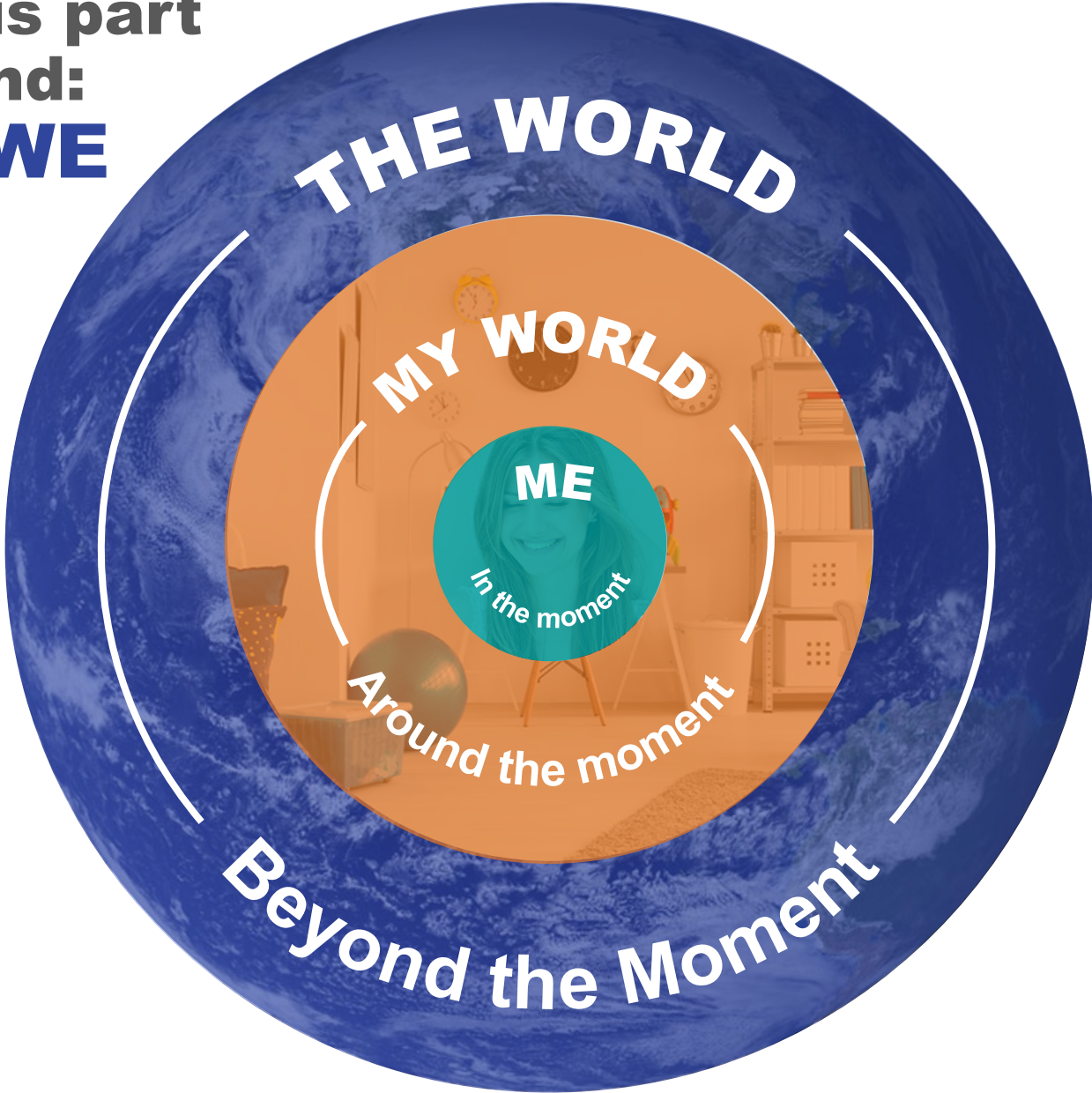
86%

of S&P 500 companies
published sustainability
reports for 2018

Governance & Accountability
Institute, 2019



Sustainability is part of a macro trend: from ME to WE



Sustainability is also about long-term business impact & mitigating risk



Meeting the needs of stakeholders

Ever-higher standards demanded by employees, investors, standards, and regulators

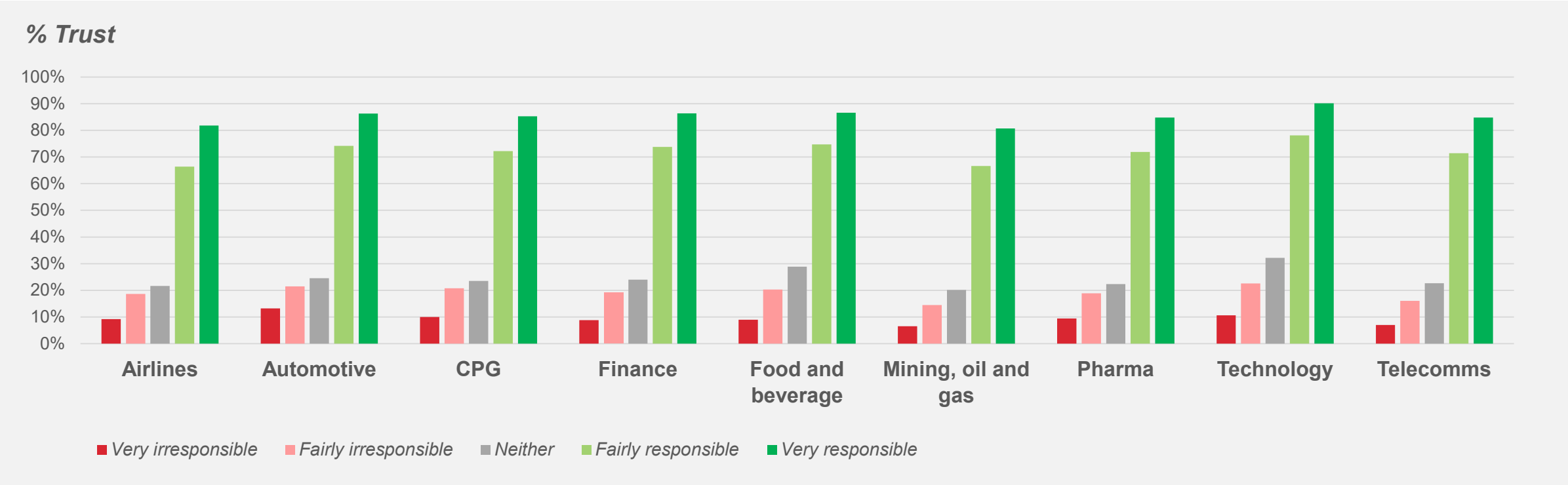


Ensuring long-term production capacity

Protecting resources in the face of climate change, depletion of raw materials, pollution

Socially responsible companies have the opportunity to build trust, regardless of industry

Neutral attitudes on responsibility are not sufficient to create trust; positive trust requires a positive level of corporate responsibility



Pack and product development can lead your sustainability strategy

The good you do for the world

Corporate Reputation

The story you tell

Brand Positioning

The experiences you create

Pack & Product Development

SUSTAINABILITY TRENDS IMPACTING YOUR PACK & PRODUCT DEVELOPMENT



Green doesn't always mean go



The need for clean



Material matters



Less is more



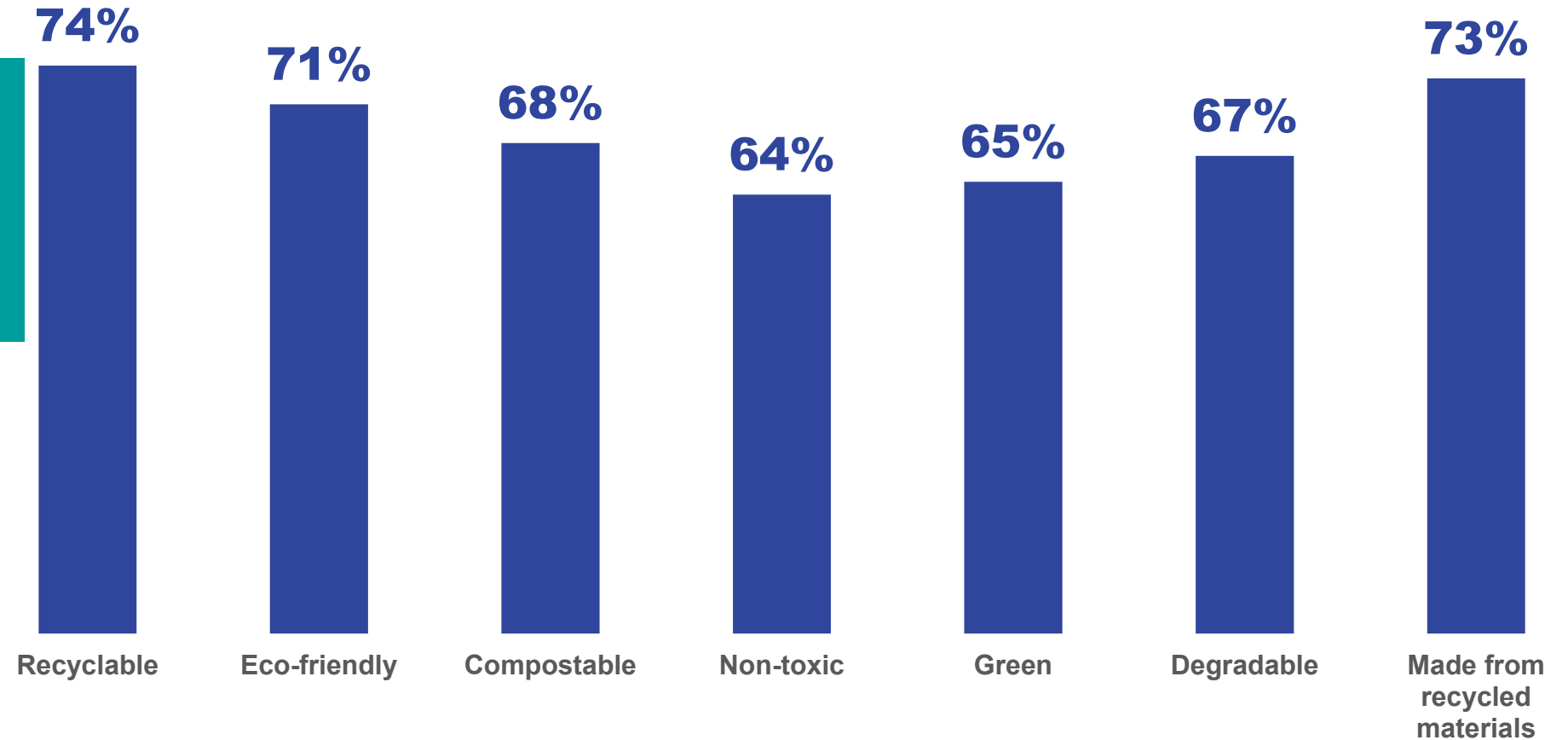
New forms drive new behaviors

Green is good. But does green mean go?

How do we size up the say-do gap?

US consumers find sustainable labelling appealing, so why aren't the majority choosing "green" options at the shelf?

When you see the following terms on grocery food packaging about their impact on the environment, how do you compare that packaging to food packaging that doesn't use these phrases? (Better net)



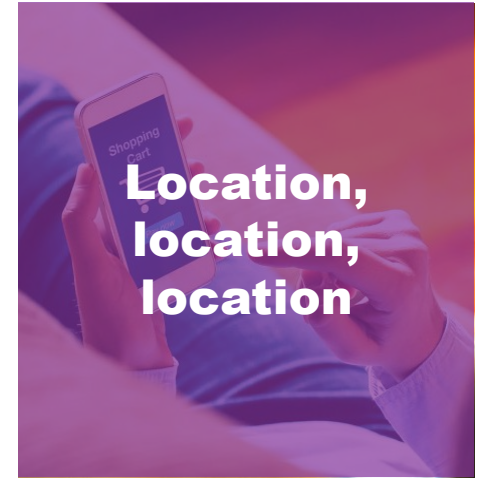
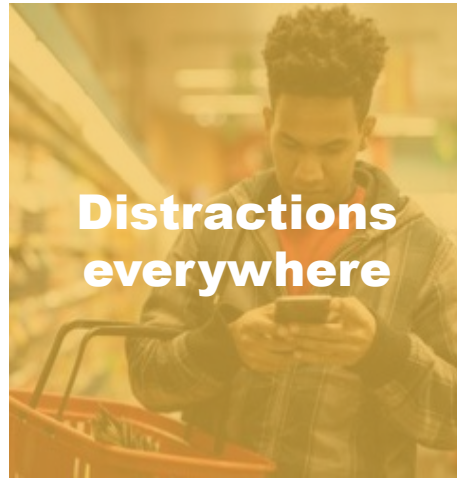
Green is good. But does green mean go?

While sustainable efforts may appeal to consumers, how can we better predict actual consumer behavior?

Show, don't tell



Under pressure



SUSTAINABILITY TRENDS IMPACTING YOUR PACK & PRODUCT DEVELOPMENT

 Green doesn't always mean go

 The need for clean

 Material matters

 Less is more

 New forms drive new behaviors

Clean formulations & technology

Consumer Desire



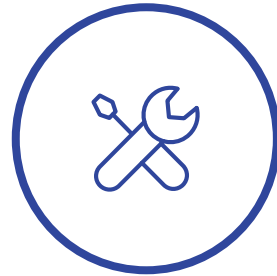
An eager, educated consumer base seeking clean

Policy & Regulation



Ensure ingredients/processes are eliminated or altered

Manufacturing Feasibility



Internal capabilities & cost constraints

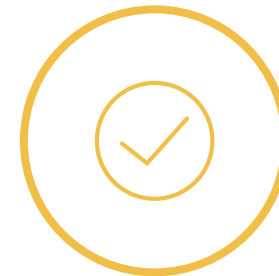
Communication Strategy



Do you/must you communicate a change?



Clean formulation



What you say and how you say it matters

Things we've learned about striving for clean



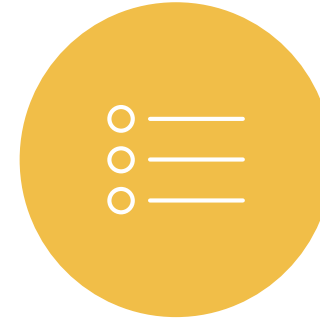
Millennials and Boomers care, but in different ways



Noticing clean ingredients helps, but the product must still perform



The positive impact of clean differs by category/product type



People tend to look at ingredients for innovations more than current



Clean positioning/on-pack claims drive more to look at ingredients

Research design must balance risk/reward



Who

Context

Benchmark

Sustainability element *will not be* communicated

Current users to protect franchise

Exposure should mirror the real communication – i.e. ingredient panel offered but not forced

Existing product to mitigate risk to current franchise

Sustainability element *will be* communicated

Protect your franchise...
...but also look to grow

Setting expectations is critical –
consumers are seeking information

Consider another “clean” product, as this will be the competition/ consideration set (bar may be higher in some areas – i.e. proposition – and lower in others – i.e. taste/texture)






Think Green

It's not just Millennials, but Boomers too!

Does your product support your brand's sustainability strategy?

What will this offer realistically compete with: clean, traditional, DIY?

SUSTAINABILITY TRENDS IMPACTING YOUR PACK & PRODUCT DEVELOPMENT

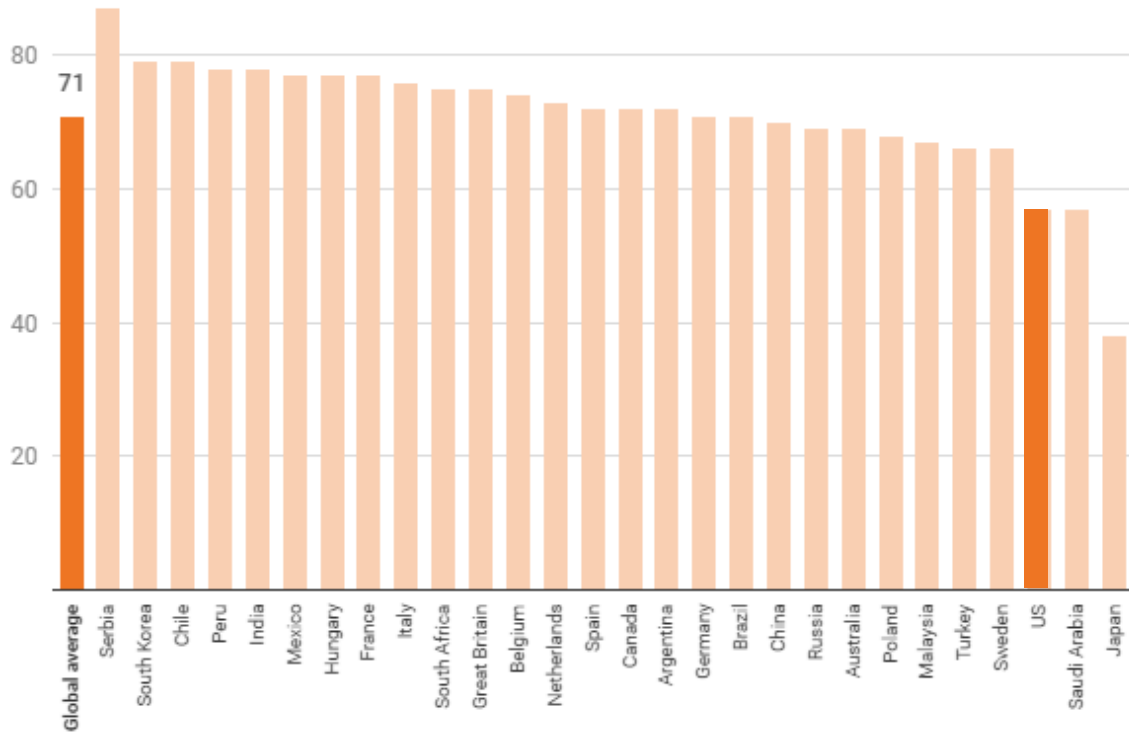
-  Green doesn't always mean go
-  The need for clean
-  Material matters
-  Less is more
-  New forms drive new behaviors

Material matters!

Percentage of people who agree that single-use plastics should be banned as soon as possible

71% Global average

57% US agreement



Base: 19,515 online adults under the age of 75 across 28 countries. Fieldwork dates: July 26th – Aug. 9th 2019
Source: Ipsos Global Advisor



Ban on **single-use plastic** water bottles



By 2025, all packaging will include **reusable, recyclable** or **compostable** material

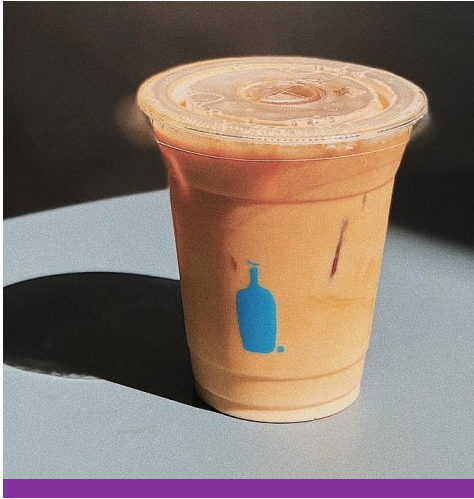


By 2021, a **ban on selected single-use products made of plastic** for which alternatives exist

By 2025, plastic bottles should be made of **25% recycled content**

Material matters!

(“Virgin”) plastic is passé...



Post-consumer recycled plastic & bioplastics



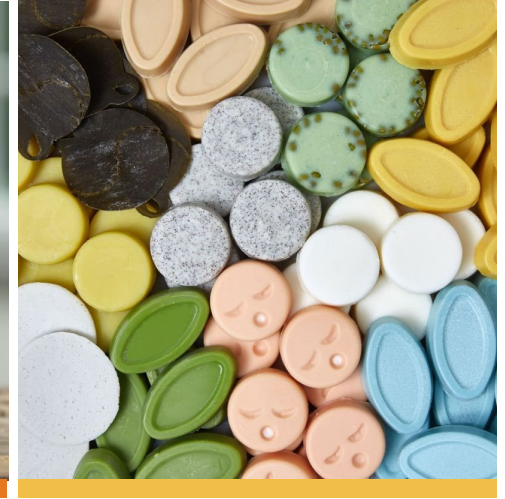
Aluminum



Glass



Paper-based & compostable



Zero-waste or "naked"

Material matters!

...but alternatives have to be fit for purpose.

Nearly half (48%)

support local governments banning the use of plastic straws

2,009 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English, August 2018



Material matters!

In order to get consumers on board, it has to feel (and taste) right.

Quali-quant approaches can help understand where tension exists... and it's sometimes where you don't expect it.



"It seems like it would taste.... pulpy?"

An icon of two overlapping speech bubbles, one larger than the other, set against a dark blue background.

Back to the drawing, er, dishing board!

An icon of a lightbulb with a cloud above it, set against a teal background.

Material matters!

We can partner with to compliment consumer input with technical packaging guidance.

VIA Alliance™ Packaging Collection



Project Management



Tech Innovation Workshops



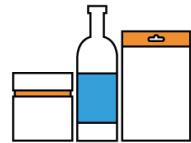
Package Design

Packaging Innovation

Haney offers design and artwork production for informed prototyping. Our Capabilities include: model making, printing, decoration, and fabrication for numerous packaging materials and formats.



IN-HOUSE CAPABILITIES INCLUDE:



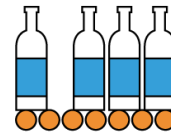
Mock-ups & Prototypes



Prepress & Platemaking



Printing & Converting



Co-packing & Fulfillment



Quality Assurance



Warehousing & Distribution



Retail & E-commerce

Pre-commercial Packaging

Haney offers short-run printing, converting, co-packing fulfillment, and distribution for a broad range of regulated products and package formats for consumer test market and marketing sales sample programs.

Commercial Packaging

Haney offers customized packaging solutions for DTC subscription sales programs as well as digitally printed, laminated, and converted flexible packaging for select, low volume commercial packaging applications.



Drug Medical Device Food



American Institute of Baking



Good Manufacturing Practice



Personally Identifiable Information Compliant
DIRECT TO CONSUMER SHIPPING



Hazard Analysis & Critical Control Points



SUSTAINABILITY TRENDS IMPACTING YOUR PACK & PRODUCT DEVELOPMENT

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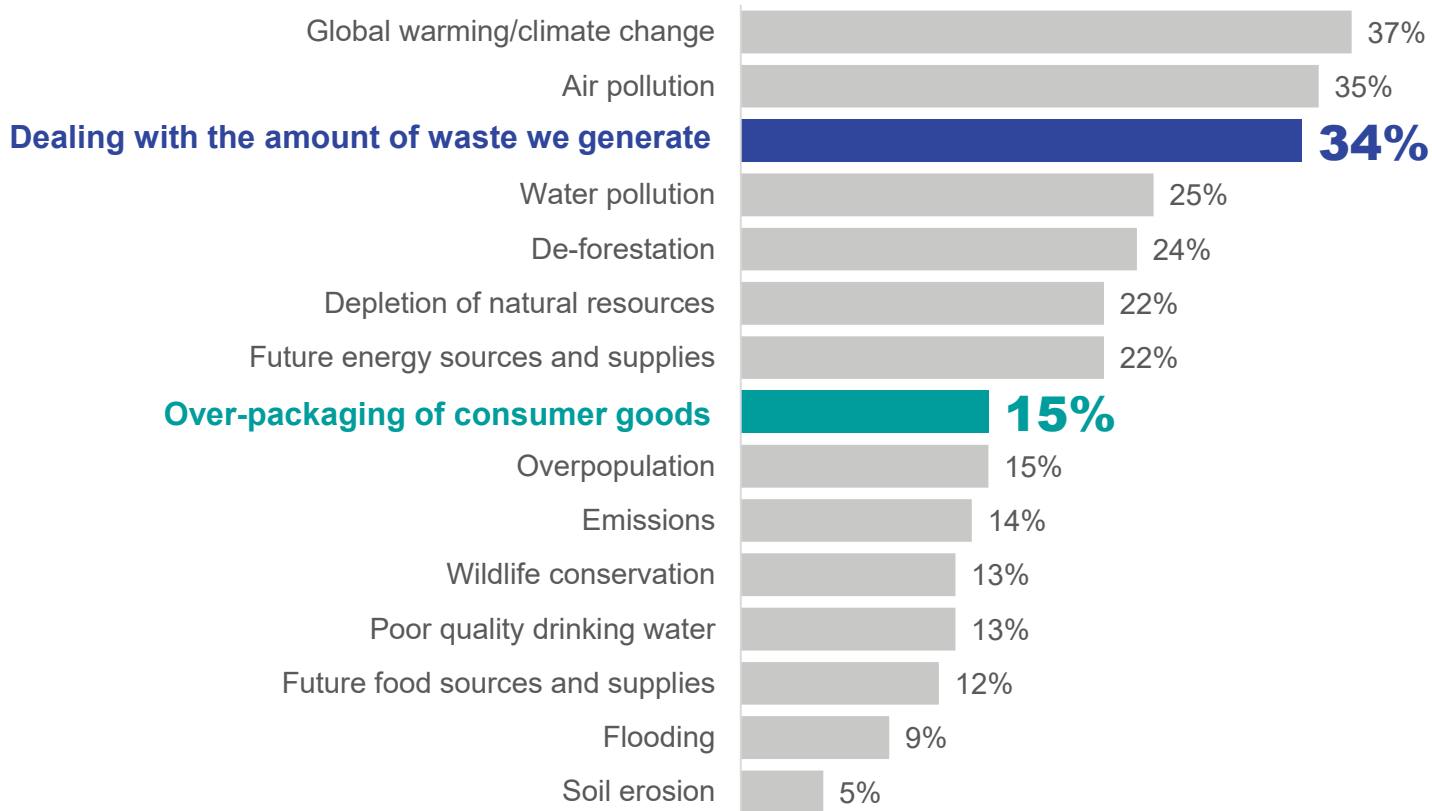
 Material matters

 Less is more

 New forms drive new behaviors

Less is more

Top environmental issues around the world



Base: 19,519 online adults aged 16-74 across 27 countries February 22 – March 8 2019

Containers & packaging make up 30% of total waste in the US

(Source: EPA, 2017)

Less is more...right?

People *say* they are ready for change.



71%

The majority of US consumers (71%) agree they want to buy products with as little packaging as possible...

49%

...but only 49% would be willing to change their regular shopping routine to do so.

Base: 19,519 online adults aged 16-74 across 27 countries February 22 – March 8 2019

Less is more...right?

In some cases, getting on board less packaging means changing our behavior



Less is more...right?

However, manufacturers can help bridge this gap for consumers.



[Shipping & Delivery](#) › [General Shipping Information](#) ›

About Combined Shipments

When possible, items from multiple orders will be combined into the same package. This helps to reduce the number of packages sent to you, so you receive fewer packages and have less packaging material to dispose of when you receive

Less is more...right?

But we know that to go unseen is to go unsold. How to balance desire to do good, with the fact that we still need to capture attention?

Risk of low visibility



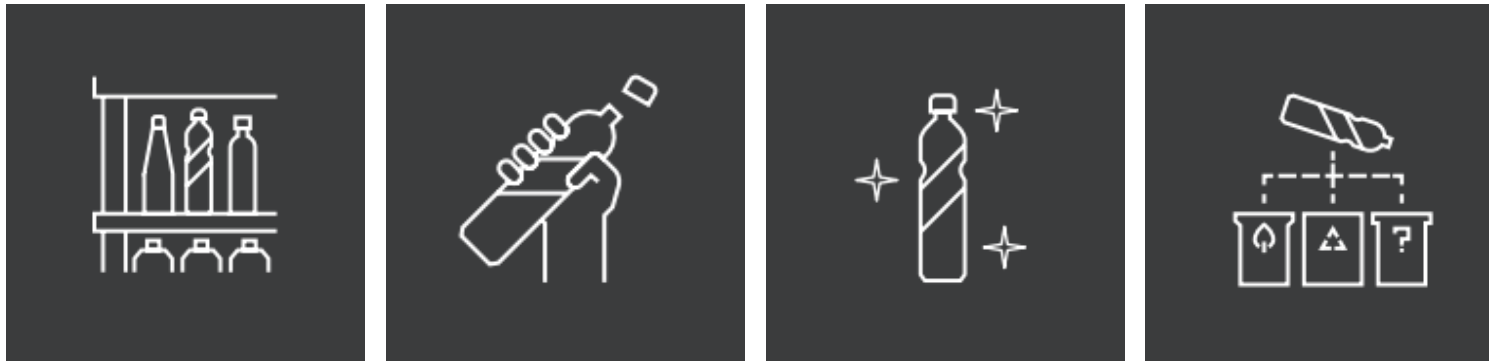
In what is an already complex environment



Less is more...right?

Make use of various data sources – the store shelves being one of them – to inspire action.

Shrink your cap & see it too!



B-Sci Pack Audit

Branding

Color

Shape

Simplicity

SUSTAINABILITY TRENDS IMPACTING YOUR PACK & PRODUCT DEVELOPMENT



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Less is more



New forms drive new behaviors



New forms drive new behaviors



**Water Scarcity /
Refillables**



**Plant based
eating**



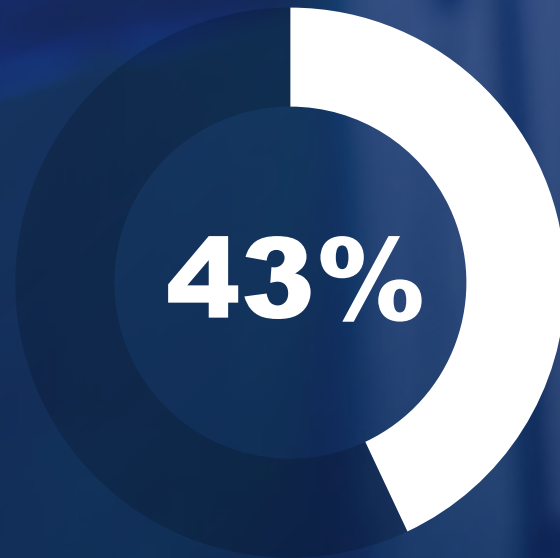
**Slow
Fashion**



**Energy
Consumption**

It's not just the product, it's the entire experience

Video provides a view into the ways in which alternative forms must break through to impact our habits, routines and rituals



**of our daily
behavior is habit***



**of human experiences
are unconscious***



Does the product disrupt current behaviors to create a new normal

Whether its phone videos, wearable cameras or mounted cameras, video allows us to see if/how sustainable products disrupt behavior



UNBOXING



REAL TIME CAPTURE



ASSEMBLY



TIME & LOCATION



USAGE / ROUTINES



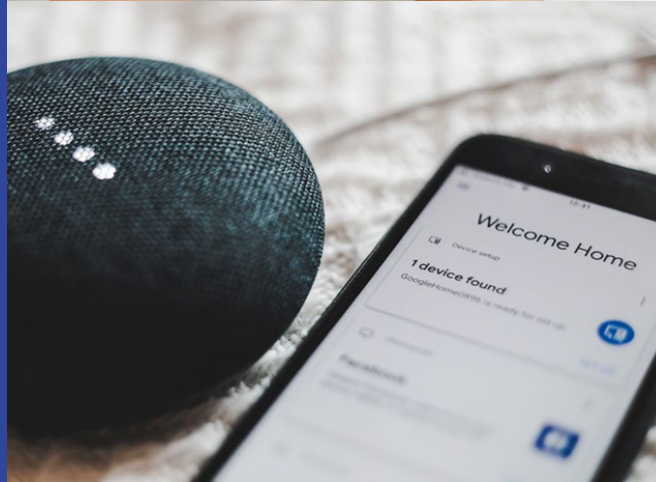
LIVE FOLLOW-UP

Case study: Smart sustainable home technology

Business Questions: How does smart home technology make sustainability seamless and effortless in my home?

Does the experience deliver delight?

Research: Video capture via wearables & camera install to capture family experience



WHAT DOES SUSTAINABILITY MEAN FOR THE FUTURE OF YOUR RESEARCH?

While pack & product serve as a physical manifestation of sustainability... consumer *behavior* is just as important to your research design:



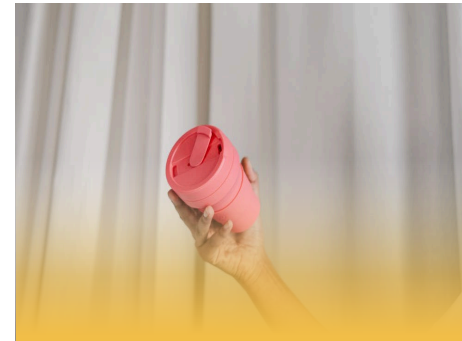
What consumers notice at shelf and ultimately buy



The information on pack inspires action



The total experience via the pack and the product...



...And how those physical elements do (or don't) transform habits & routines



Sustainability as important to me, my world and the world

**BE
SURE.
GO
FURTHER.**



About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.