

# Published by the Closure Manufacturers Association **CLOSURE** r e p o r t

## "WOMEN'S INFLUENCE ON PACKAGING"

*A White Paper  
Prepared by  
Weatherchem Corporation*

**Women are working, earning and buying more, and consequently have a significant influence on today's product packaging**

### Introduction

It is no secret that the educational growth, earning power, and consequently the purchasing power of women today is on a definite upward trend, and has been trending in that direction for some time. For example, women currently earn more bachelor's (57.2%) and master's (58.9%) degrees than men (Source: National Center for Education Statistics), and women's median incomes, at least when compared with men's, have been rapidly climbing. In the past three decades men's median income has grown just 0.6% while women's median income has grown an impressive 63% (Source: *Business Week*, Feb. 2005). With this type of income growth it is no surprise that the influence of women in purchasing decisions is also increasing.

Published statistics vary slightly, but in general, it is recognized that women account for between 80% and 85% of all consumer purchases. When certain product categories are involved, women far exceed those buying percentages, like the over-the-counter pharmaceutical category and the food category, where women account for 93% of purchases (Source: *About* website). With this tremendous influence in purchasing, it follows that women also have a tremendous influence on packaging, including

everything from the ergonomics of today's automobiles to the closure on a bottle of vitamins.

### Influencing Packaging

Women have strong ideas about what they want in packaging today. We have found from our own research, developed through Weatherchem focus groups conducted over a number of years, that women know exactly what appeals to them. If packaging does not meet their requirements, their buying decision is clearly influenced. As a manufacturer of dispensing closure systems for the packaging of products, where the buying decision is often made by women (like spices and vitamins and minerals), their requirements influence our own designs.

We find four areas that influence the packaging preferences of women:

- Packaging color – Packaging design for women goes far beyond simply making your product a shade of pink. Women are influenced by the colors of packaging. Their preferences from the color palette are clearly different from men's preferences.
- Shape – Women prefer packaging that has appealing shape, visual characteristics, functionality, and that is easy for them to handle, store, as well as open and close. Our research has shown us that a shape that allows control of the amount of product dispensed, is an important packaging feature that

women appreciate. Of course the ease of use factor is critical. When designing your packaging with women in mind shape can influence a positive buying decision. If the product shape is not ergonomic, or if a package is difficult to lift and carry, it is much more difficult to sell to women.

- Product Image – Image supports and often defines a product's audience. The image of your product and its package design can target that product for a particular market, and certainly for a particular demographic (female, upscale, age-related, etc.). Our focus groups have told us that package design and functionality clearly contribute to product image and quality perception, and to desirability of the product for its target market.
- Text – If there is a single important factor regarding text on packaging it is that the copy be easy to read. Various recent consumer studies show that easy-to-read text on product packaging helps your product get noticed, and consequently purchased.

### The Age Factor and Women's Packaging Needs

As the Baby Boomer aging process moves forward, we see the need for packaging to recognize the

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## Member News

### SILGAN WHITE CAP ANNOUNCES ORGANIZATION CHANGES

Effective October 1, 2007, **Adam Greenlee**, formerly President of Silgan White Cap Americas, has been promoted to Executive Vice President of Silgan Holdings. **Peter Konieczny**, formerly President of Silgan White Cap Europe/Asia, will now be President of the combined Silgan White Cap businesses.

**Les Herold**, formerly Vice President Operations for Silgan White Cap Americas will now be Executive Vice President and General Manager of Silgan White Cap Americas and will be responsible for that business unit.

### "WOMEN'S INFLUENCE ON PACKAGING"

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requirements of a rapidly aging population, while at the same time filling the needs of the general population. For example, we have discovered that young women are particularly attracted to packaging that appears to be of high quality. They also purchase for convenience in terms of package size, as they typically have less storage space available.

Women in the Baby Boomer generation purchase for convenience, but convenience in this instance includes an easy-to-read, larger print label on a package that is also very easy to use. Participants in our focus groups have expressed many times their preference for controlled access dispensing, and the ability to open a package with the flip of a thumb.

While there are different influences brought about by age, there are common product traits that women of all ages prefer. Products need to be easy to store. They need to be convenient to use. Women who typically have smaller hands than men need to be able to grip and lift products easily. They need handles to help them lift and carry products.

Considering all of these factors when designing your product packaging can help your product become a market success.

### Making Packaging Woman-Friendly While Enhancing The Brand

Current consumer research shows that women are the primary purchasers of vitamins, minerals and other healthcare products. In working with Procter & Gamble and Pharmavite LLC, a California-based vitamin manufacturer, Weatherchem dispensing closures were a factor in the launch of OLAY® Vitamins, a dietary supplement line. This product line targeting the female consumer combines OLAY's skincare expertise with Pharmavite's knowledge of women's healthcare and nutritional needs. While creating the packaging for the OLAY Vitamins, Pharmavite focused on providing convenience and value to their female customer base.



Women are knowledgeable and demanding consumers. They research purchases before they buy, and whether they are a part of Generation X or the Baby Boomer generation, packaging design plays an important part in their buying decisions.

## CMA News

### CMA CHAIRMEN UPDATE MEMBERS ON COMMITTEE ACTIVITIES – PART III

#### Closure Technical Committee

**P. D. Simpson**, CT Committee Chairman, and Director of Quality Assurance for **Tecnocap, LLC**, opened his review by thanking all of

the members that take time out of their busy schedules to participate on this Committee – **Stephen Walunis**, Committee Vice Chairman, **Weatherchem Corporation**, **Bill Kapolas**, **Silgan White Cap**, **Bill Radek**, **Selig Sealing Products, Inc.**, **Mark Fitzpatrick**, **Husky Injection Molding Systems, Ltd.**, **Mark Fricke**, **Berry Plastics**, **Peter Scheliga**, **StackTeck Systems, Inc.**, **Raj Krishna**, **Rexam Plastic Packaging**, and **Roy Robinson**, **Portola Packaging Inc.**

The Closure Technical Committee has the principle function and purpose of consideration of any matters having to do with safe, economical handling of closures and closure-packed products by:

- Engaging in efforts to improve manufacturing efficiency and sealing practices;
- Studying, developing and, as needed, modifying voluntary standard drawings for closures;
- Making available technical data pertaining to closures and their manufacture, and new and revised specifications for closures.

During 2006 the Committee developed and published a "Closure Nomenclature Drawing," which has been added to the "**Closure Specifications**" section of the CMA website, [www.closuremanufacturers.org](http://www.closuremanufacturers.org). Due to the development of this drawing, the Committee then reviewed, amended, and approved revisions to all CMA Voluntary Standard Closure drawings. All CMA drawings can be downloaded, free-of-charge, from the website.

The Committee also created a new Masthead for all of the CMA Technical Bulletins, and reviewed and updated Technical Bulletin 1, "Methods of Measuring Dimensions of Plastic Closures." All Technical Bulletins are free to members, but can be purchased by non-members through the "**Publications**" section of the CMA website.

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## Associates News

### SUPER SEAL™ MAX EXTENDS SHELF LIFE AND SEALS JUS-MADE'S DIVERSE PRODUCT MIX

A contract packager's best asset is versatile packaging equipment. Innovative packages such as COSMO's line of drink mixes will put any line to the test. So it is important to rely on equipment experts that guide your operation to the best solutions on the market. That's why Jus-Made LP of Dallas, TX, partnered with Enercon representative RP Anderson when they put together their most recent hot-fill line.



Jus-Made manufactures a wide range of fruit juices, smoothies, bar mixes, fruit granitas, and coffee granitas under their own labels as well as contracted products. Product line growth for organic juice products required a versatile new line including a Pack West rotary filler, US Bottlers rinser, Pack West capper, Krones Labeler and Enercon Super Seal™ Max induction sealer.



In addition to providing tamper evidence, induction sealing extends the product's shelf life. "That can be a great help to our distributors and retailers, and we can stock more inventory," says Jus-Made's Plant Manager, **Tim Ray**.

He says that Enercon sealer enables the company to handle a wide range of bottle volumes and neck diameters. This is especially important because so much of Jus-Made's business is on a contract manufacturing basis. "The machine has different sealing heads available, which has allowed us to increase flexibility and the number of customers we can serve," says Ray.

Jus-Made seals 63 mm cap diameters at speeds in excess of 145 bottles per minute. The company also seals containers with 28 mm caps on the same line. Only the Super Seal™ Max is capable of delivering the sealing power, speed and flexibility required by Jus-Made's diverse application requirements.

The majority of Jus-Made's caps are high-density polyethylene with a foil liner. The caps are applied primarily to PET bottles, though some bottles are HDPE. Berlin Packaging supplies the caps, liners, and bottles.

According to Ray, the Enercon tunnel sealing heads produce a more effective seal by running the electromagnetic field vertically as well as horizontally. The sealer is air-cooled, requiring little maintenance, and its plug-in sealing head design makes changing heads quick and easy, says Ray.

*Portions of this article were originally printed in **Packaging World**, a registered trademark of Summit Publishing Co. This article was submitted for publication in this newsletter by CMA Associate Member Enercon Industries.*

### ENERCON SHOWCASED INDUCTION SEALING HALL OF FAME UNIQUE APPLICATIONS AT PACK EXPO LAS VEGAS

Enercon showcased the five inaugural members of the induction sealing Hall of Fame at Pack Expo Las Vegas, October 15-17. These unique packaging applications represent the greatest challenges to the physics of induction sealing. As the industry leader, these customers turned to Enercon's engineering expertise to develop one-of-a-kind packaging solutions.

From non-round caps, to metal, to bottles with multiple seals and/or multi-levels – there isn't an application type we haven't seen or solved.

"Enercon's Induction Sealing Application Engineering team is passionate about solving every application we are asked to seal. With new container shapes and sizes in development, or even other induction sealing projects, we take our knowledge of past projects, trials and developments and apply them to finding a solution. Chances are there isn't any application we haven't seen. And if there is, we're up for the challenge," stated **Ron May**, P.E., Vice-President Engineering.

For those with more traditional applications, Enercon had two systems in operation at the show. The Super Seal™ Deluxe for high speed and moderate speed production lines, and the new Super Seal™ Jr. for start-up and lab operations. Companies interested in learning more about induction sealing for their application can receive a complimentary trial by contacting Enercon at 262-255-6070 or [info@enerconind.com](mailto:info@enerconind.com).

Enercon Industries Corporation, headquartered in Menomonee Falls, WI, is a major

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## CMA News

### "CLOSURE TECHNICAL COMMITTEE REPORT"

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Also in the "Publications" section are two new "Information Directories," that were finalized by the Committee during 2006 – "Directory of Information on Anti-counterfeiting Technologies for Closures, Liners and Containers," and "Directory of Information on Closure Rules and Regulations." These directories are available free-of-charge to the public.

Currently the Committee is in the process of reviewing for possible update, CMA Technical Bulletins 2 through 11.

### REVAMPED WEBSITE A SUCCESS

CMA's efforts to create a comprehensive closure, container, and related material resource took a giant leap forward. Originally developed in 1999, CMA's Strategic Planning Committee recognized the importance in providing the vast resources CMA offers to its members. Over the past 24 months they've charged ahead with improvements that range from an entirely new look and feel, as well as a new domain name, to integration of ThreadSpecs.com, and an all new Design Forum.

The addition of the ThreadSpecs section now provides visitors with a one-stop site for all current voluntary standard specifications for plastic containers, metal and plastic closures.

The Design Forum offers members the ability to illustrate new and innovative packages to the entire packaging community. The Forum displays a photo along with a description and list of all CMA members involved in the package. Members can submit a product anytime simply by completing this form, "Submit a Design."

All these efforts were designed to generate increased visits to the site, downloads of documents and specifications, provide online event registration and materials for

meetings, as well as increase revenue brought in by the sale of CMA produced bulletins. Results show the improvements were effective in achieving these goals.

## Associates News

### "ENERCON'S HALL OF FAME..."

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manufacturer of equipment for the plastics and packaging industries. In addition to automatic and semi-automatic inductions sealing systems, the company also manufactures custom built atmospheric plasma treating systems for rolls, webs, sheets, and three dimensional objects. Enercon delivers technologically advanced and cost-effective solutions that ensure maximum uptime and performance for their customers.



If you would like more information about this topic please call Mark Plantier at 262-250-3142 or email him at

[mplantier@enerconmail.com](mailto:mplantier@enerconmail.com). More information is available at [www.enerconind.com/sealing](http://www.enerconind.com/sealing)

## CALENDAR OF EVENTS

**Plastics Caps and Closures 2007** – November 27-28, Brussels, Belgium by *European Plastics News and Plastics & Rubber Weekly*

**The Future of Rigid Plastic Containers** – February 7-8, 2008, Tampa, Florida, USA by *IntertechPira* and the *Closure Manufacturers Association*

**Closure Manufacturers Association Annual Meeting** – February 9-11, 2008, Longboat Key, Florida, USA



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## Plastic Container Manufacturers

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