

TUBES

TricorBraun's Design & Engineering team continues to build our research library by conducting consumer focus groups. We recently asked consumers to evaluate their appreciation for existing and innovative tube packaging solutions.

What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility with women between the ages of 25-60 years old, with at least one child under the age of ten living in the household.

Objectives

Understand consumer behavior and preferences related to different types of personal care packaging with a focus on tubes. Evaluate the new Eco Low-Profile Tube solution.

Methodology

Open-Ended Questions: General product perception (likes/dislikes), overall preference for package style and formats.

Packaging Features Discussion: Consumers were asked to evaluate packages based upon their shape and functionality.

Products Tested



TricorBraun Eco Low-Profile Tube



Commercially available non-tube products

TUBES

HOW DO CONSUMERS PERCEIVE THE ELP TUBE?



VISUAL APPEAL

- Stands out on the shelf:
 - Thin
 - Unique
 - Different
 - Modern
- Visually focused on branding vs. bulky closure
- At first glance seems more sustainable (quickly see less plastic)

SUSTAINABILITY

- Less plastic used (environmentally-friendly)
- Perceived better value (pay for product, not packaging)

FUNCTIONALITY

TOTAL PACKAGE

- Easy to squeeze
- Takes up less space in bathroom
- Improved stability due to flat base and low profile

CLOSURE

- Easy to open
- Cleaner dispensing than other tubes (due to flush orifice)
- Audible "click" snap confirms proper sealing



It's different. I've never seen a cap so thin before.

It's nice to know that if I'm buying [a product], that it is recyclable and **seems to use less plastic.**

I don't want to pay for air. And with this new package, I'm not paying for packaging, I'm paying for product.

I like it when it's standing. **It doesn't rock as much.** Nothing is worse than being in the shower and having the package tip over.

[The closure] looks smaller, like you'd **lose less product** in it.

I do really like the fact that you can just slide your finger across the opening. **It's cleaner.**