



TRENDS CONVENIENCE & SUSTAINABILITY COLLIDE

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After taking a back seat to safety, sustainability initiatives have emerged stronger than ever. Consumers now see sustainable choices as a personal responsibility, and they demand the same of their favorite brands. Formats and packages have adapted to provide an eco-friendly product with the same convenient experience. The meaning of convenience is also evolving. While ease and accessibility are expected, consumers also desire personalization. We examine six ways the collision of these two trends have presented in consumer packaged goods.

REFILLABLE & REUSABLE

As consumers seek to reduce single-use plastic waste, they are turning to brands that provide products with reusable or refillable packaging.



Olay is testing their Regenerist Whip Moisturizer with an orderable refill pod.



Miro deodorant provides consumers a reusable container in the color of their choice. The solid stick is packaged in a removable cartridge that is easy to replace when empty.

CONCENTRATES & RIGHT SIZE

Concentrated solutions can be dosed or diluted at home. With less water in the formulas, packages can be smaller. Using less material, and ultimately less waste.



Truman's Nontoxic Cleaning Products come packaged in reusable bottles with refills that simply need water to activate.



Dirty Labs detergent is ultra concentrated biodegradable formula to provide more uses than a standard detergent in a smaller package.

ECOMMERCE & DTC FRIENDLY

Shipping DTC provides a safe, and convenient, way to buy products without ever leaving home. A well designed unboxing experience or a subscription refill model will provide value and encourage repurchase.



Prose is a direct to consumer (DTC) haircare brand that gives consumers the option to order a refill but reuse their original pump.



Keeps promotes a hair loss treatment "without ever leaving your couch," capturing the desire for convenience and discreteness and shipped with recyclable materials.

4 PLASTIC ALTERNATIVES

Brands are leveraging sustainable materials like aluminum for reuse durability, and paperboard for a lightweight solution consumers can conveniently recycle.



Loop, is a subscription home delivery service for foods and household goods with reusable packaging that is collected, cleaned, refilled, and reused.



L'Oreal recently launched their sustainable skincare brand, Seed Phytonutrients, in eco-friendly paper packaging.

5 EASY OPEN & DISPENSE

Consumers of all ages want to dispense their products with ease. Secure seals and dosing features will help maintain freshness and reduce product waste. Flexible packages are lightweight, assist with full product evacuation, and easy-squeeze.



Truvia Baking Blend has a resealable lid that makes it convenient to open and close, while maintaining freshness. The lid is also mess-free and perfect for powder-type products.



Seventh Generation's Easy Dose Laundry Detergent has slim bottle that when squeezed, dispenses the right amount of product for 1 load via a dosing closure.

6 SIMPLICITY & TRANSPARENCY

Eco-friendly brands use simple design, transparent materials and clear messaging to communicate a safe and effective product. These design choices help consumers quickly hone in on the product details and helps instill trust in the brand.



Ensure Compact is a nutritional beverage perfect for a small meal on the go. The brand introduced white space on the cap as well as transparency on calories and protein right on the front of the package.



Nature's Way contains 97% post-consumer recycled plastics in its packaging and uses thoughtful design to clearly display product benefits.

THE FOREFRONT OF PACKAGING

We explore emergent cultural and category trends in order to recommend and develop consumer-preferred packaging solutions.

When you work with TricorBraun, you have access to world-class resources throughout all aspects of the packaging process. Our expertise includes everything to take your packaging from napkin sketch to retail shelf.

Whether you're looking for a stock package or a groundbreaking custom design, we work with flexibility toward the best solution for you.

If you have questions about this brochure or our services, please call 800-325-7782 or email marketing@tricorbraun.com



DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats



DEVELOP & SOURCE

Stock components, custom solutions, deco and labeling, supplier selection



DISTRIBUTE & MANAGE

Global footprint, managed inventory, logistics and service, reduced complexity



DELIGHTFUL EXPERIENCE

Quality assurance, speed-to-market, smarter solutions, limitless options



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