

# NOW TRENDING HOME CARE

When it comes to germs, consumers are scrutinizing everything that comes into their homes as a potential pathogen carrier. Stocking up on wipes, cleaners and sanitizing products to fortify their homes against germs, home care is now serious business.



## 1. PET HEALTH & SAFETY

## 2. PRIORITIZING SPACE AS SANITATION SANCTUARIES

## 3. FLOOR CLEANING

## 4. FABRIC SANITATION

## 5. CLINICAL YET CLEAN SOLUTIONS

# NOW TRENDING

## PRIORITIZING SPACE AS SANITATION SANCTUARIES

In light of COVID-19, consumers are prioritizing spaces in their homes as sanitation sanctuaries, where they and family members can find rejuvenation and relaxation via freshly scrubbed high-contact surfaces.

**PACKAGING:** Packaging with dispensing closures are of particular interest to consumers for their ease of use, as well as pre-treated wipes for convenience.



Truman's



Tub O'Towels

## PET HEALTH & SAFETY

Four-legged family members are getting increased attention as consumers seek ways to protect their families from the potential pathogens their pets may be carrying into the home.

**PACKAGING:** Packaging in this space utilizes wipes in plastic, easy-to-dispense canisters as a hassle-free way of cleaning pet coats and paws.



PawTizer



Derma-Soothe

## FLOOR CLEANING

In addition to touch-heavy surfaces, consumers seek to clean floors that experience a high amount of daily foot traffic to reduce the cross contamination of germs throughout the home.

**PACKAGING:** Brands focus their packaging efforts on efficient bulk bottles that are good for several cleaning sessions and can be used to refill smaller packaging formats.



Bona Floor Cleaner



Hoover

## FABRIC SANITATION



Lysol



Clorox

Wanting to limit the spread of germs to family and friends, consumers are looking to sanitize fabrics inside the house in addition to frequently worn clothing.

**PACKAGING:** Packaging for fabric sanitizing products ranges from pourable plastic jugs with measuring tops, to simple spray pumps and aerosols.

## CLINICAL YET CLEAN SOLUTIONS

In a post COVID-19 world, consumers seek cleaning formulations that effectively kill germs and bacteria while also being non-toxic.

**PACKAGING:** Transparent bottles with spray nozzles are a popular packaging choice, which alludes to the product's clean ingredient statement in addition to specific germ and pathogen-killing efficacy claims prominently featured on the packaging design.



Method



EverSpring



**We are passionate about the undeniable role that smart, compelling packaging plays in the success of new and refreshed products.**

That's why we synthesize the key consumer trends and category movements for your brand in order to develop packaging that connects with your target consumers and delivers an exceptional experience.



# 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](mailto:marketing@tricorbraun.com)



## DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats



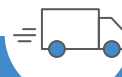
## DEVELOP & SOURCE

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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