



FLEXIBLE SHAKER TOP

Elevating branding opportunities for companies while adding convenience and innovation for low-barrier products.



MESSAGE TARGET: NON-OXYGEN SENSITIVE DRY/POWDERED FLOWABLE PRODUCTS

CUSTOMER STRATEGY



CUSTOMER IMPACT

Companies want their products to stand out from the sea of sameness on the store shelf, which is why they want to partner with an innovative packaging company like Sonoco.

The flexible shaker top membrane not only provides additional branding opportunities for companies, but also is cheaper to produce when compared to most closure systems out in the market today. With a variety of die-cutting patterns and the capability to customize nearly any perforation pattern imaginable, the possibility of refreshing your package is now within reach.

INSIGHTS



After conducting multiple focus groups to assess the viability of the flexible shaker top for several different markets, Sonoco concluded that consumers would be open to the idea of a printed membrane with features allowing for easy dosing / dispensing. Our focus group participants emphasized that they want convenient packaging that does what they need it to *when* they need it to. Market research intelligence confirms this desire, which fits under the “Right For Me” trend. Handy opening features will drive consumers to purchase and find new occasions to use the product.

Furthermore, our focus group conclusions correlate with another current consumer trend known as “Mindful Eating”. In other words, consumers are looking for packaging with unique opening features that will encourage them to eat less at one time, via easy open – reclose, as well as dosing, technology.

360° CUSTOMIZED SOLUTION



Using Sonoco’s i6 process with an unparalleled range of offerings, along with our extensive scientific, technical, design and process capabilities we are able to identify and meet a need for the dry / powdered flowables market via innovation. Our flexibles, rigid paper and closure divisions collaborated to uncover the solution for this market and has successfully integrated the process to make the flexible shaker top technology an easy and affordable switch.

KEYWORDS: I6 PROCESS; DRY FLOWABLES, SHAKER TOP, RETAIL, CONSUMER RESEARCH, INNOVATION

