The Cure for the Common Design: Using Specialty Effects to Enhance your Shelf Appeal

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Purchasing Drivers
Some Fun Facts

- Only 2% of consumers buy all their groceries online
- 100% of the consumers who buy a product see the package
- Over two-thirds of purchase decisions are not planned in advance
- Only 5% of shoppers are loyal to one brand within a product group
- 70% of the items picked up in a store are purchased
It’s all about Increasing Sales!

- Consumers – spend an average of 22 minutes in a store
- Items Displayed: >1700 brands
- Approximately only 10% of shelved brands attract consumer’s attention
- Package has 3-7 seconds to make an impression

*Interesting aesthetics on shelf will attract the attention of potential customers!*
Sensory Importance

Source: Brand Sense by M. Lindstrom
Brands can connect with consumers through the senses, adding five important dimensions:

- Emotional engagement
- Visceral reaction
- Connection between perception and reality
- Creation of brand platform for product extensions
- Trademarked scent

The more senses a product appeals to, the more emotionally connected the consumer feels.
Coatings

Functional
Barrier
Aesthetics
Marking
Digital
Specialty
Visual
Glamorous Visual Effects

- Create effect of luster and shine
- Create feeling of luxury
- Generate Shelf Appeal
  - Metallics
  - Holographic Effects
  - Interference Pigments
  - Frosted
  - Glitter
  - Gloss/Dull Contrast

Concerns: Coating weight, scuff, smoothness of substrate, background color
Metallic and Glitter effects

- Super high luster metallic inks have recently seen some new innovations.
- Glitter images and effects have been used to create truly innovative designs.
- Technology proven in Gravure, Flexo and Silk Screen applications.

Concerns: Applied coating weight, particle size, scuff, doctor blade.
Cast and Cure Holographic Effects

- UV process
- Eye catching prism and holographic effects
- Can also do tactile effects, such as soft touch
- Uses Specialty film with micro-embossed patterns that can be re-used many times
Matte Coatings

- Prevent glare from overhead lighting
- Give a velvety look to a package
- More artistic/vintage feel to the package
- Suggest a homemade product or something made from natural ingredients

**Concerns:** Coating weight, Mar, scuff: surface print only!
The Importance of Touch

- Thousands of neural receptors that process touch in your fingertips
- You can process differences as small as 1/300\textsuperscript{th} of an inch
- Fingertip appeal plays an influential role in buying behavior
- Studies show 75\% of online purchases were stimulated by a printed catalogue!
Tactile Effects

- Reticulation effects
- Matt
- Gloss
- Gritty
- Coarse
- Paper Feel
- Soft Touch

Concerns: application weight, incompatible chemistries, doctor blade handling
Soft Touch and Reticulation

- Add a feeling of quality
- Some can appear leather-like
- Reticulation coating can be applied as a one part or two part system

Concerns: Compatibility issues with Soft Touch coating – special wash required!
Sandy/Gritty Feel

- Captivate consumers at the first moment of truth with Sandy Feel tactile coatings
- Available in gloss, matte or satin finish
Aroma and Taste
Make a Lasting Impression!

Did you know?
• People remember 35% of what they smell, compared to only 5% of what they see.

STIMULATE APPETITES
STIR EMOTIONS
STIMULATE ENVIRONMENTS
IMPROVE RELAXATION
MEMORIES
Engage Your Senses with Aroma Coating

• Enhance brand presence by releasing the power of scent
• Simply touch or swipe the printed area to release the scent
• Commercially printable and available for many types of print – chemistries used – all but solvent based

Concerns: Coating weight, only certain chemistries available, migration
Taste

- Flavor samples
- Flavor strips

Peel ‘n Taste ®
Interactives
Interactives

Phosphorescents
Photochromic
Heat Transfer
Pen Sensitive
Coin Reactive
Thermochromic
Metamer Pairs

Concerns: Coating Weights,
Special Chemistries and Handling
Anilox Choices – New Designs

30° Channel

45° Trihelical

XDW

Approx. 75 to 77°

KatRon

XTR 89° Trihelical

GTT
Coating Application – Important Notes

• Applied Coating weight – are you putting enough down?
• End use needs to be taken into consideration
• Print Methods – Flexo, Gravure, Roller Coater, Litho, Silk Screen, ….
• Coating Chemistries – UV and EB very strongly suited to special effects printing
• Pricing – usually quite higher than regular products
  – Need to consider what value is being added
  – Cost per printed item not necessarily much higher
Engage the Senses

- Touch
- Sight
- Smell
- Taste
Thank you!