



Globally relevant content

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How demographic changes impact the packaging design

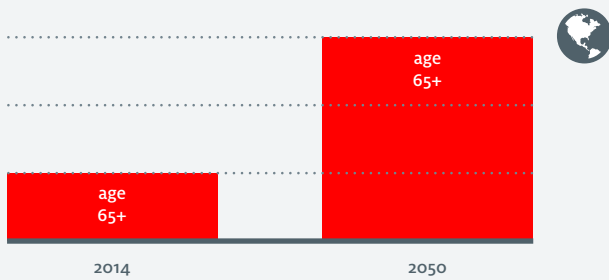


Excellence is our Passion

How to face the purchasing decisions of a growing population group?

According to recent reports, the number of people aged 65 and older will triple by 2050¹. By 2055, more than half the German population will be older than 65². These trends will have essential impacts on the production of packaged

consumer goods. The following article shows how the food packaging industry can face the development with adequate solutions.



Number of people aged 65 and older will triple by 2050.



age 65+
>50%
year 2055



By 2055, more than half the German population will be older than 65.

A better handling and perception of information

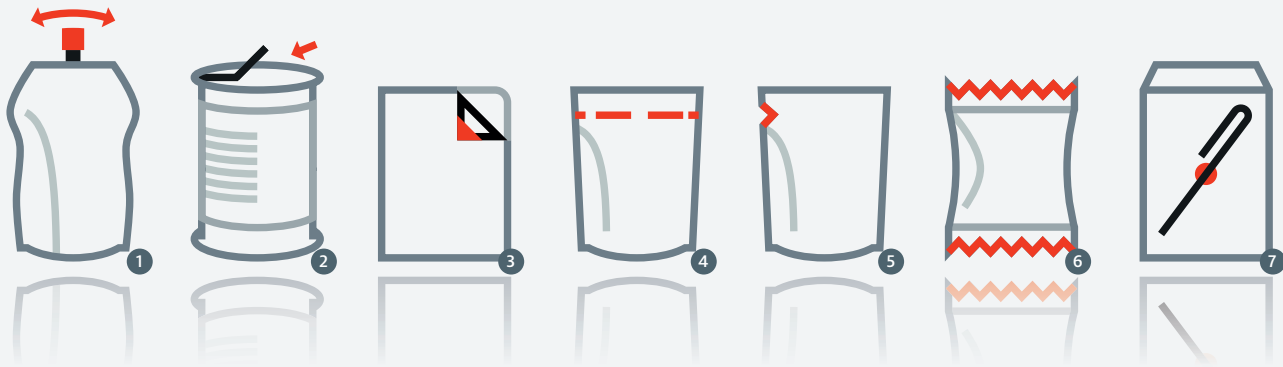
Deterioration of eyesight and mobility of fingers and joints are only two aspects of getting older. With the increasing average age of the worldwide population, these facts will influence future packaging solutions considerably. Purchasing decisions of aged consumers will be based on the following criteria: is the product comfortable in handling and is relevant information on the packaging easy to read?

More precisely, the focus will be put on easy opening as well as enhanced reclosability, tangibility and typographical design. Especially the open-close-procedure will affect the industrial adhesive development, as to assure food safety, reliability and flexibility. For new packaging designs, improved laminations can contribute to better packaging solutions.

¹ <http://www.bbc.com/news/magazine-25968269>

² <http://www.canadean.com/news/germany%E2%80%99s-rapidly-aging-population-will-need-innovative-packaging-solutions>

Demand No 1: Easier to open



1 Less strength needed

Due to arthrosis and other signs of aging, decreasing strength of fingers and hands can lead to problems during the opening process. Easy-opening solutions, e.g. flexible packaging with a screw cap welded into the packaging, need special adhesives. For this case, the fitting adhesive solution is **LOCTITE® Polyurethane Adhesives**. Opening mechanisms should also be designed to support a handling for people suffering from visual impairment.

2 Improved access

For improved access, clips, flaps and other opening devices should be easy to handle, in order to open the packaging without additional tools like can openers, scissors or knives.

3 Peel corner

The peel corner is raised for an easier grip to open the packaging. This solution finds its application in sealed trays and thermo-packs, and ensures an effortless removal of the covering lid. It can be used for a wide range of packaging sizes and is intuitive to use.

4 Linear tear characteristics

Incorporated into the material, linear tear characteristics offer an easy-opening without tearing into the product or damaging the packaging. The tear characteristics can also be arranged in a custom shape and are applicable for all types of food.

5 Tear slit

The packaging is easily torn open with the aid of a small cut out on its edge.

6 Serrated cut

A serrated cut enables easier opening of the packaging. The cut either extends over the whole package or is limited to the edge.

7 Beverage carton adhesives

Beverage carton adhesives play a major role as they enhance the overall handling and the opening mechanisms. The adhesive is often applied to the carton's spout or tray or e.g. to stick the straw onto the packaging. In this case, the suitable solution is **TECHNOMELT® Hotmelts for Straw Attachment**.

Demand No 2: Reclosability



1 Flexible zipper solutions

Flexible zipper solutions are a reliable option to reclose opened packaging in favor of longer storage periods. They offer advantages for brand owners as they can utilize the entire front of a package without losing part of the header branding graphics after opening. Due to the fact that the zipper is welded into the packaging, considerable heat is required, which demands a very resistant adhesive. The right Henkel solution for this packaging application is **LOCTITE® Polyurethane Adhesives for Flexible Packaging**.

2 Reclosable adhesive coatings

Henkel offers a broad range of adhesive solutions for reclosable food (e.g. cold cuts) and non-food (e.g. tissues) packaging. Typically, the adhesive is incorporated within the lid foil of the semi-rigid packaging. Upon tearing of the foil, the reclosable hotmelt film is uncovered. In this case, **TECHNOMELT® pressure-sensitive adhesives** and **AQUENCE® coatings** would be the right choice.

3 Snap-on lid

Due to a special forming of the corner, the snap-on lid fits to the edge of the bottom part and keeps the packaging closed. In this way, it can be reopened and closed for a longer period of time.

Demand No 3: Readability



1 Larger font sizes and data positioning

Product name and other relevant information should be displayed in acceptable sizes for people with visual impairments. Stamped braille can also be applied to the packaging surface. Important information, e.g. best-before dates, nutrition facts and allergen labeling, should be clearly visible.

Demand No 4: Optimized Packaging sizes



1 Smaller sizes for better handling

The size of packaging is an important aspect in relation to handling. Awkward proportions and measures can reduce the comfort. Furthermore, due to reduced risk of spoiling, small packaging sizes are perfect for small households.

2 Optimized for storage and transportation

Packaging sizes can be optimized for storage and transportation, not only to improve material consumption in relation to the amount of packaged food.

Future efforts



Henkel's role will be the development and improvement of adhesives with special focus on easier opening and closing of food packaging. These solutions for flexible packaging will also contribute to the challenges we face with our aging population.

Another interesting aspect will be readability. Packaging designers will also get more involved in contributing to adequate solutions for aged consumers. Finding creative solutions for larger font sizes on small-sized packages, e.g. special wrap-around labeling, will be a key challenge for designers.

Key take away

- An aging population needs packaging solutions that are easy to open. Adhesives play an important role in the functional design of a packaging and the right choice of adhesive needs to be considered very early in the packaging design process.
- There will be a high demand for reclosable food packaging. Coatings, pressure-sensitive adhesives and adhesives for flexible packaging will contribute to solutions that are easily reclosable.
- Improved readability of product names and information will affect future packaging designs.
- Packaging sizes should be optimized for handling, storage and transportation.

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