



# klöckner pentaplast

## press release

**FOR IMMEDIATE RELEASE**

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### **EYETRACKING STUDY FINDS RIGID THERMOFORMED PACKAGING OUTPERFORMS FLEXIBLE POUCH BY 44%**

**Gordonsville, Virginia – November 2, 2014**– Klöckner Pentaplast recently conducted eyetracking research to evaluate how different styles of packaging influence a customer’s point-of-sale behavior. kp worked with Package InSight, LLC conducting a study to examine the effects of different substrates on cheese, specifically a rigid thermoformed package and a flexible four-sided pouch. The study was conducted in CUshop™ at Clemson University, a research lab with space to customize immersive shopping environments. Different packaging options can make an enormous difference to the bottom line. Backed by statistical evidence, results indicated a strong purchase preference for rigid thermoformed packages over flexible plastic pouches with 44% more purchases for the thermoformed cheese packaging.

#### **Results and Relevant Findings**

Eyetracking results found that rigid thermoformed packaging was viewed faster and longer than flexible plastic packaging. Qualitative data confirmed this discovery by revealing that participants rated the cheese in the thermoformed package to be of higher quality, easier to open, and more hygienic. These quantitative and qualitative data points correlate with the participants’ decision-making, where the thermoformed package had the highest purchase rate by consumers.

#### **Experimental Design and Procedure**

Once calibrated to the eyetracking glasses, participants were provided a shopping list and instructed to go into the store and select a product for each item on the list. The prompt for this study was “Sharp Cheddar Cheese”. The shopping list order was randomized to force participants to approach the shelves in different patterns. Participants were instructed not to pick up any products but only to write down the number corresponding to their preferred product choice on their checklist.

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Following the in-store eyetracking study participants completed a survey. Results for several questions revealed the following perceptions of thermoformed vs. pouch cheese packaging:

- **75%** agreed that thermoformed cheese packages were perceived as easier to open
- **65.5%** perceived cheese packaged in a thermoformed package to be a higher quality
- **56%** perceived the thermoformed cheese package as being more hygienic

### **About the Klöckner Pentaplast Group**

The Klöckner Pentaplast Group is a global leader in providing packaging, printing, and specialty solutions serving the pharmaceutical, medical device, food, beverage, and card markets among others. With a broad portfolio of rigid plastic films and services powered by innovation, kp plays an integral role in the customer value chain by marketing and protecting product integrity, safety, consumer health, and, ultimately, brand reputation.

Founded in 1965, Klöckner Pentaplast has grown from its initial facility in Montabaur, Germany, to current operations in 12 countries with 18 production sites. The company has sales of over €1,191 million and employs more than 3,000 people committed to serving customers worldwide. The Klöckner Pentaplast Group is wholly owned by an investor group led by SVP Global. For more information, visit our web site at [www.kpfilms.com](http://www.kpfilms.com).

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