



Andrea Protti

# Andrea's Innovation Column

Andrea looks at the latest packaging product innovations from this year's Cosmoprof show in Bologna, Italy.

At Cosmoprof this year there was far more packaging innovation as well as some exciting new trends emerging. Product packaging has made a turn toward being more user orientated, as packaging sizes decrease across all industries and the use of simpler components, such as pumps, became more evident.

There is a definite trend to improve styling of containers with minor changes, like printing on actuators, utilised to make a product look more luxurious and expensive. Packaging decoration has become more minimalistic, giving products a more elegant feel, as well as being more cost-effective. Consumers are also showing greater interest in families of products that can be easily identified.

## Private labels creating their own branding

Private label supermarket products are producing ranges with their own image rather than creating copycat versions of branded products. This is contrary to past experience where private label



products were mimicking branded products, using similar colours and shapes of containers, offering consumers 'same' items to the branded products, just at cheaper prices. There is a noticeable investment in own-brand products creating ranges that have their own image and feel, capable of competing with branded products.

**Does size matter?**

Sizes of containers are reducing, once again, due to:

- Cost per individual unit is important
- Handling needs to be easier for consumers
- Transport costs have increased, therefore smaller, lighter products are required to counteract this cost
- The 'green' movement is requesting less packaging
- Cost of componentry, like actuators, needs to reduce in order to reduce the cost of entire product

Triggers are being used more in industrial products as well as toiletries and hair care products, due to their ease of use while products of a more intimate nature, such as roll on deodorants, are now more popular in glass. ■

