

# Consumer package evaluation summary

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# Background

- Eastman Embrace™ LV copolyester competes with PVC in a growing shrink label market (global market size = 330M Lbs., growth = 8%).
- A selling feature of the shrink label is the ability to offer tamper-bands / integrated with full body shrink
- **Hypothesis:** Consumers like tamper bands on their product especially food and personal care – reason being the sense of security it provides. however there is scope to improve consumer experience when it comes to opening tamper-bands.
- The team tested ‘tear strength’ of different tamper-bands (PVC, OPS, Eastman Embrace™ copolyester, PETG). The lab data indicated that Eastman Embrace™ LV copolyester offers a superior alternative to PVC on “Ease of tearing”
- Team needed to corroborate the above from the stand-point of the end-consumer

# Function: easy tamper-evident band and/or label removal

| Tear test method  | PETG | OPS  | PVC  | Multi Layer HY | Mono Layer HY |
|---|------|------|------|----------------|---------------|
| Tear strength (g/mm)<br>(ASTM D1922, "Elmendorf")<br>machine direction tear | 4255 | 2085 | 1032 | 365            | 226           |



Consumer study compared Eastman Embrace™ HY copolyester and & PVC tamper bands

Notes: "PETG" is Eastman Embrace™ LV copolyester "PVC" is high-shrink PVC from Bonset, "OPS" is Bonset SBS 30, "Multi Layer HY" is Klockner, "Mono Layer HY" is JSW

# Conclusions

- Tamper-bands are important and provide a sense of security – both from a tamper-evident (not messed with) and also as a tamper-resistant (safe)
- There is room for improvement of consumer experience with tamper bands
- Eastman Embrace™ HY copolyester is significantly superior to PVC on a number of key attributes
  - Easy to remove
  - Comfortable to touch
  - Doesn't hurt my fingers
  - Sustainable material

# Open-end response (1 of 2)

## *“What do you think of tamper-bands ?”*

- *“I think that they are wonderful. I like knowing that no-one has been in the product. it makes me feel safe”*
- *“I think it is a good safety feature for bottles containing harmful substances to children or pets”*
- *“They're reassuring because you know the product hasn't been previously opened”*
- *“I sometimes find them difficult to open, but I understand the use and safety”*
- *“I think they are great to keep children out of medication but I know that it can be frustrating for senior citizens who may not have the strength to open tamper resistant caps”*
- *“This label feels more paper-like” referring to label “m” (Eastman Embrace™ HY copolyester)*

# Open-end response (2 of 2)

## *“What do you think of tamper-bands ?”*

- *“It makes me feel safe”*
- *“Gives me the assurance that no one has gotten into the product contents/tampered with it”*
- *“Good safety feature for bottles containing harmful substances for children or pets”*
- *“Good because it keeps things safe/together/fresh/sanitary”*
- *“Annoying but required”*
- *“Annoying”*
- *“Great. Necessary. Like them”*
- *“Added bonus/safety feature especially food and home products”*
- *“Can be frustrating for senior citizens”*
- *“Remember the Tylenol scare”*

# Approach

## Methodology

- Consumer intercept survey
- Test product: aspirin bottles with Eastman Embrace™ LV copolyester (m) and PVC (z)
- Target number of respondents = 100
  - Paper n=62 , On-line n=40
- Target audience: adults 18 +
- Specifics: April 25, 2009, Knoxville, TN West Town Mall

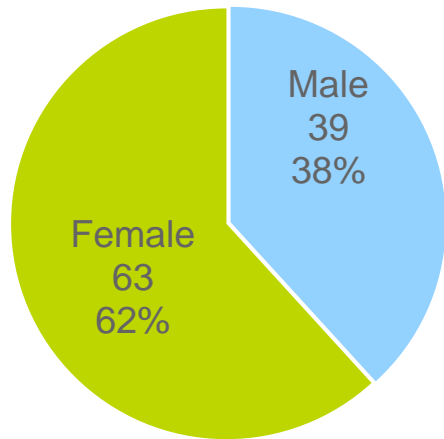
## Key information gaps

- What do consumer's feel/believe about “tamper-bands” and why?
- Comparative rating on Eastman Embrace™ LV copolyester vs. PVC on key attributes
  - Ease of removal, sustainability, quality

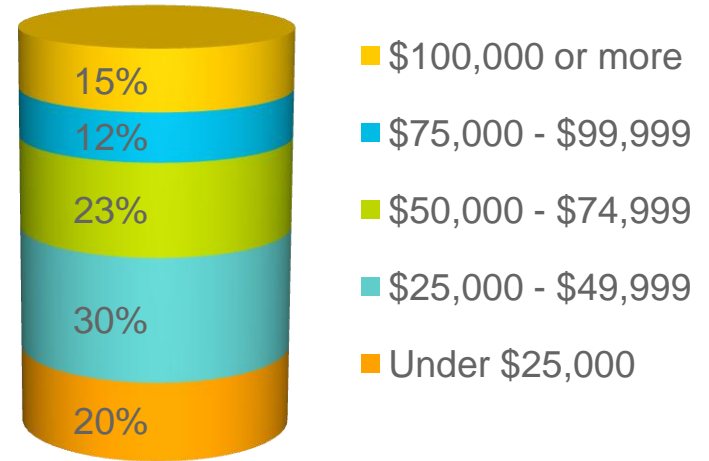


# Demographics (n=102)

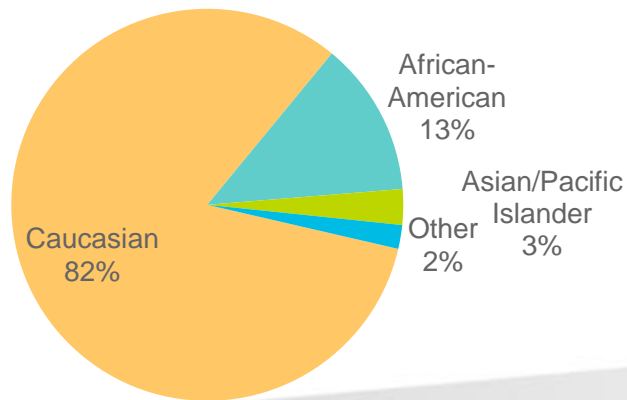
## Gender



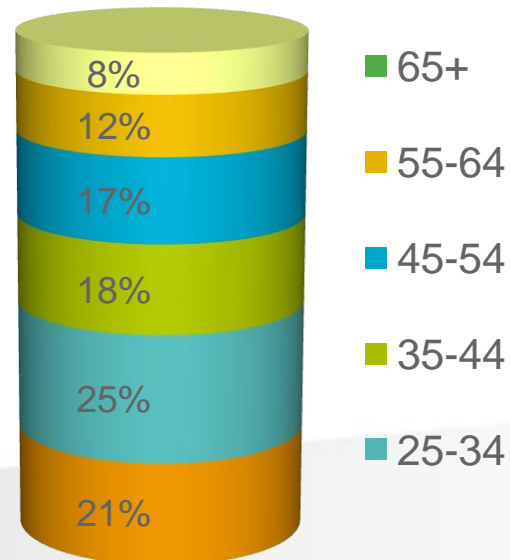
## Income



## Ethnicity



## Age



# Statistically significant key attributes

