

Create the **Perfect** Package

Top **10** packaging priorities for getting your brand from concept to consumer.



Compliance

49%

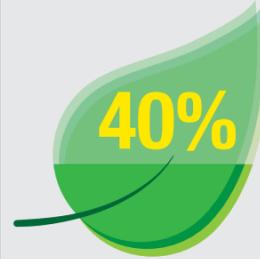
say safe food packaging and ingredients are a top concern.



Brand Protection

61%

of the public thinks counterfeiting is unlawful. However, one in five admits to occasionally buying a counterfeit product.



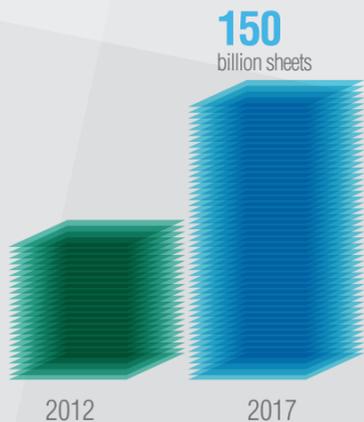
Sustainability

40%

of consumers say they would choose a package labeled "environmentally friendly" over one that is not.

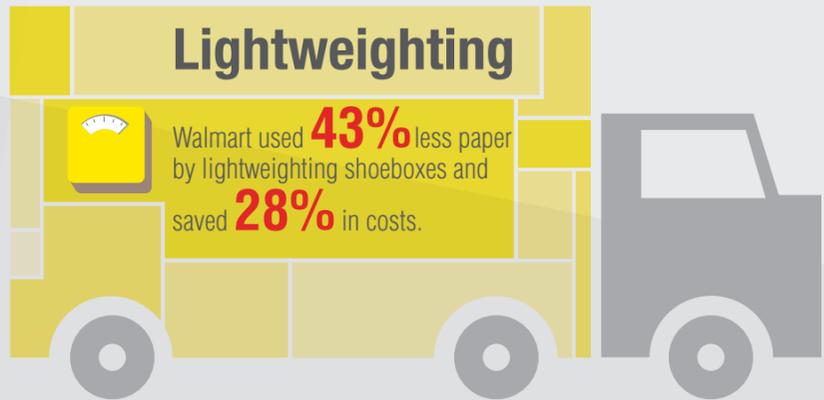
Late-Stage Differentiation

Variable-data printing on labels projected to double to **150 billion sheets** by **2017**.



Lightweighting

Walmart used **43%** less paper by lightweighting shoeboxes and saved **28%** in costs.



Color Consistency

85% of consumers say color is a **primary** reason for buying a product.

Shelf Impact

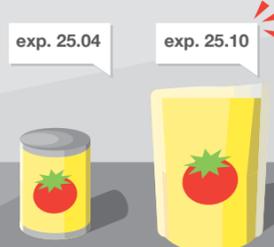
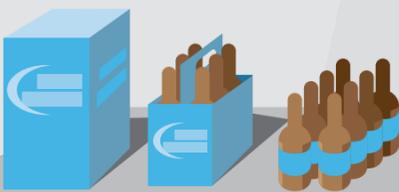
:06 seconds to make an impression on store shelves.

Shelf Life

Barrier coatings extend shelf life and reduce packaging weight by up to **30%**.

Packaging Plus

52% say packaging is more appealing when it has links to special offers, promotions, or recipes.



Consumer Experience **9** out of **10** think packaging that keeps food fresher longer is important.



Scan here to get your copy of our Brand Packaging Manifesto or visit sunchemical.com/C2C.



Start your journey from concept to consumer with a true packaging solutions provider.

Sources: Mintel, Deloitte Consumer Food Safety Results, Ipsos Mori Survey, Sun Chemical Brand Packaging Manifesto, KISSmetrics, FLEXO Magazine, The Drinks Business, Smithers Pira, Packaging Digest, Shelf Life Manifesto, POPAI, Mintel Food Packaging Report, Mintel Food Packaging Trends © 2014 Sun Chemical. Sun Chemical is a registered trademark.

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