



PRINTED / REGISTERED MEMBRANE

Capture consumers' attention and boost sales with a promotional tool that is sure to get people excited.



MESSAGE TARGET: CPG COMPANIES THAT MANUFACTURE DRY PRODUCTS

CUSTOMER STRATEGY



CUSTOMER IMPACT

The retail market today is more challenging than it has been ever before. With over 47,000 products in the average supermarket, companies must continuously discover novel ways to get shoppers to notice their products.

Sonoco realizes that there is only so much surface area on a package to communicate a product's required details- let alone special promotional information or brand messaging. In response to this unmet packaging need, we now have the capability of printing membranes with registration technology. This gives companies the additional space for promotions, as it does not take up any valuable label space. With the flexibility to print coupons, advertisements, recipes, gaming or other special occasion, this affordable upgrade is a sure way to capture consumers' attention and stand out on the store shelf.

INSIGHTS



Based on research conducted from our market and industry intelligence subscriptions, we discovered that over the past twenty-nine years, the average supermarket has gone from carrying 9,000 products to 47,000 products. However, shoppers are only purchasing seven percent of available UPCs in the supermarket.

Researchers have found that four out of ten consumers try a product because it caught their eye while at the store. The registered printed membrane provides more billboard to attract the consumer's eye. Given the opportunity to provide additional brand messaging at an affordable cost, wouldn't your company want to sign up too?

360° CUSTOMIZED SOLUTION



Finding the correct packaging format is challenging. You need packaging that is attention-grabbing on crowded shelves and point-of-purchase displays; that attracts repeat customers; that is functional in keeping products fresh and protected; and that is affordable, light, and environmentally conscious.

Pairing the printed registered membrane with our rigid paper container solves all of these issues. The package is completely customizable to meet your company's specific needs, coming from Sonoco's suite of offerings and platforms.

Build and communicate your brand message through the printed membrane offered by Sonoco today.

KEYWORDS: PRINTED MEMBRANE, DRY PRODUCTS, RETAIL, CONSUMER RESEARCH, EYE-CATCHING

