

Industry News

The designer aims for a distinctive, eye-catching package, which will carry a maximum "shelf impact" and assure product appeal. However, as Dr. Mausner pointed out, packages must reflect a quality level that the consumer will actually experience in using the product, since research has shown that people often feel let down if the package is too attractive to match a mundane product.

Lifestyles and shopping practices— influenced by the increase in working women who have less time to shop— have accentuated the trend toward building a strong brand identity that is easily recognizable on a fast shopping trip.

Packaging decisions in the near future will be affected by cost escalations of packaging materials and

methods of production. Package designers will probably be using smaller print and fewer colors. Mausner sees the industry working toward energy savings in all areas—in manufacture, transportation, disposal and recycling. Environmental protection will, of necessity, become a greater priority, as well as considerations for the aged in easier to handle and easier to open packages. Inevitably, computerized systems will increasingly handle the complex input from product developer, package engineer and the market to obtain optimum designs.

Changes in detergent production tend to be of a gradual, evolutionary nature. Consequently, significant new product and packages are rare. The introduction of Colgate-Palmolive's

'Fresh Start'—a powdered detergent in a plastic bottle—has become a case-study of the evolution of a package to fit the product. Fresh Start is a concentrated laundry detergent, needing only ¼ cup powder as opposed to as much as 1½ cup per load. The decision to package the new detergent in a transparent plastic bottle effectively conveyed the message that the product was different. A high-density polyethylene gives the powder good moisture protection and is affordable since the powder is concentrated. A screw cap reinforces the protection, prevents spillage and acts as a measuring cup. The complete package stands out on a supermarket shelf as the only bottle in a row of chipboard packages.

Calendar

AOCS NATIONAL MEETINGS

Annual Meeting, April 29-May 3, 1984, Fairmont Hotel, Dallas, TX.
Annual Meeting, April 21-25, 1985, Franklin Plaza Hotel, Philadelphia, PA.
Annual Meeting, May 11-15, 1986, Hilton Hawaiian Village, Honolulu, Hawaii.

AOCS SHORT COURSES

AOCS Short Course on Fatty Acids, Sept. 23-26, 1984, Kings Island, OH. Contact: Meetings Coordinator, AOCS,

508 S. Sixth St., Champaign, IL 61820.

1984

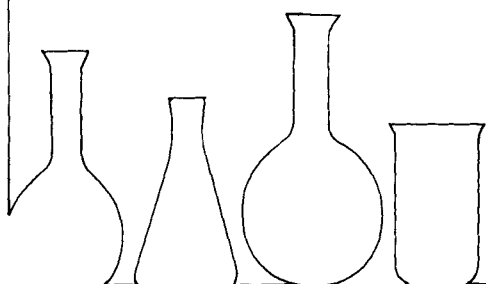
XVth Meeting of the Spanish Committee on Surface Active Agents, March 21-23, 1984, Botanic Hotel, Puerto de la Cruz, Tenerife. Contact: Secretaria de la Asociación de Investigación de Detergentes (A.I.D.), Jorge Girona Salgado, s/n, Edificio Juan de la Cierva, Barcelona-34, Spain.

"Surfactants in Our World — Today and Tomorrow," CESIO Surfactant World Conference, May 6-10, 1984, Munich, Germany, Contact: CESIO, Avenue Louise 250, Boite 102, 1050 Brussels, Belgium.

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