

# Quality Consumer Research



PRODUCTS	FREQUENCY
Mayonnaise	10
Ketchup	9
Salad dressing	6
Mustard	6
Butter / margarine	5
Lotions	4
Peanut butter	4
Hair Gel	4
Condiments	3

In January 2017, in order to get a better understanding of consumers' habits and needs as well as identify additional opportunities for STANDCAP, we conducted qualitative market research in collaboration with Sonoco and Aptar.

Initially we gave Daisy Squeeze Sour Cream pouches to 50 US consumers and asked them to imagine which other products would be great to use in the same format.

A wide array of suggestions came out of this survey, ranging from edible products to various beauty and personal care products. Interestingly, if we group consumers' suggestions by product category, the most frequent answers were for sauces and condiment products (66% of responses).

In the second phase of the research, we filled up several STANDCAP samples with products suggested by the focus group in order to study their strengths and weaknesses compared to existing packaging formats.

In particular, we gave consumers STANDCAP pouches filled with mayonnaise, jelly, peanut butter and shampoo. They were also provided the same products in traditional packaging.

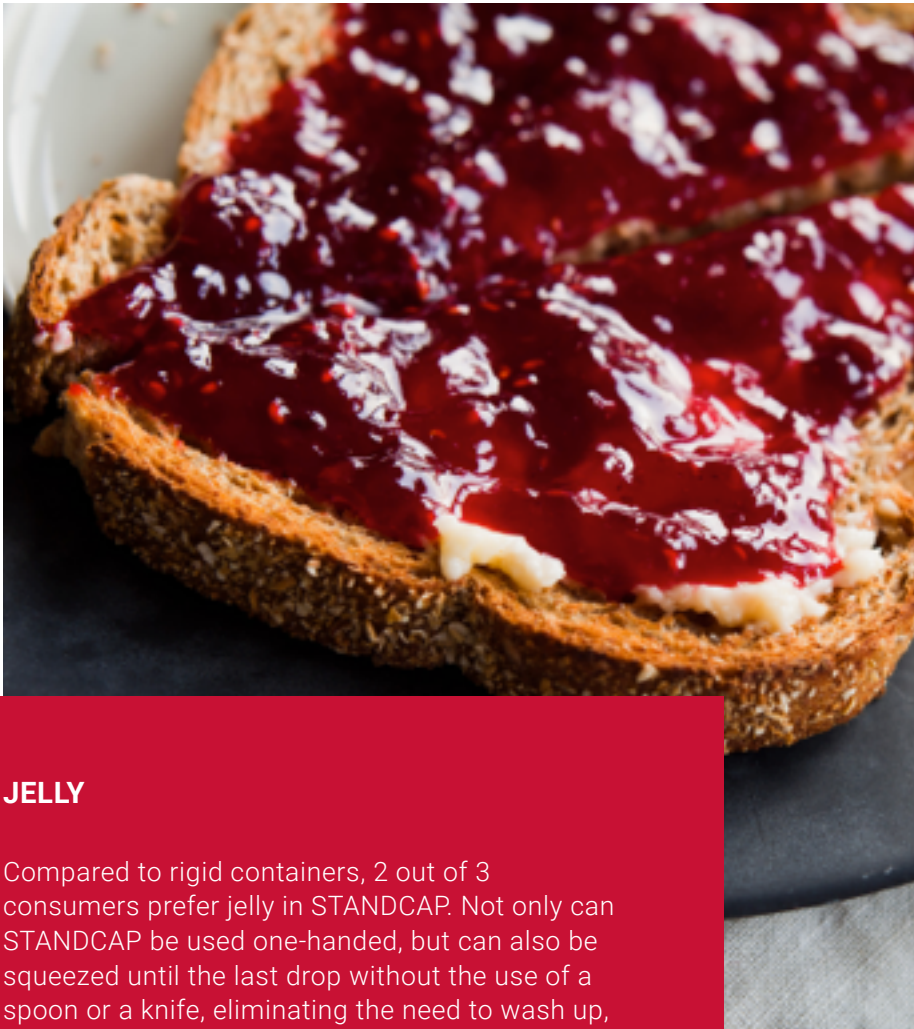
Finally, we asked them to evaluate both STANDCAP pouches and traditional packages in regards to design, ease of use, emotional connection and additional usage.

Note: Sonoco Products Company is an international provider of diversified consumer packaging, industrial products, protective packaging, and packaging supply chain services. AptarGroup is the leader in the global dispensing systems industry, as well as provider of STANDCAP's flip top cap and no-spill valve.

Here is what they said 

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STANDCAP by VOLPAK

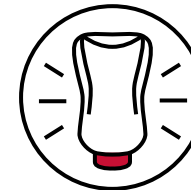


## JELLY

Compared to rigid containers, 2 out of 3 consumers prefer jelly in STANDCAP. Not only can STANDCAP be used one-handed, but can also be squeezed until the last drop without the use of a spoon or a knife, eliminating the need to wash up, thus saving valuable time.

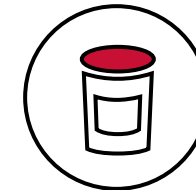
## PARTECIPANTS' COMMENTS

This one  
squeezes the  
best



STANDCAP

It's the best  
for recipes



JAR

The shape  
really fits in my  
hand nice!



BOTTLE

**65%** of respondents preferred STANDCAP to the jar and the plastic squeeze bottle



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## PEANUT BUTTER

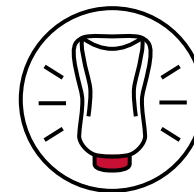
The figures speak for themselves: the great majority of US consumers (8 respondents out of 10) would love finding peanut butter packed in STANDCAP on the shelves! STANDCAP wins hands down because respondents commented that it was kid friendly, less messy and prevents cross-contamination that occurs when making a sandwich with traditional jars.



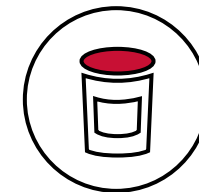
## PARTECIPANTS' COMMENTS

This will be great for snacking with crackers or veggies

It just looks more premium.. Old style



STANDCAP



JAR

**74%** of respondents preferred STANDCAP to the jar



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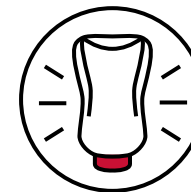


## MAYONNAISE

The STANDCAP pouch has strongly divided consumers' opinion about mayonnaise's packaging, a world where the plastic squeeze bottle has already come a long way. Indeed 4 out of 10 consumers preferred STANDCAP to the bottle stating the following reasons why: it is much lighter, unlikely to break, and very portable for on-the-go consumption.

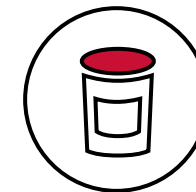
## PARTECIPANTS' COMMENTS

Least amount of contamination



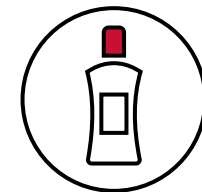
STANDCAP

Can be used for all things – recipes and sandwiches



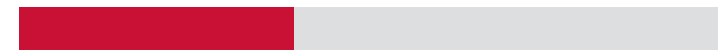
JAR

I like how it sits upside down!



BOTTLE

**38%** of respondents preferred STANDCAP to the jar and the plastic squeeze bottle



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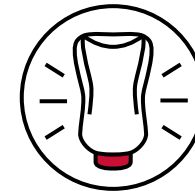
## SHAMPOO

STANDCAP stood up to the test in the personal care industry too. While product dispensed from a traditional bottle is considered a more premium product, STANDCAP is far better at addressing environmental concerns: allows to dispense all of the product inside the packaging and cuts down the amount of waste going into the trash.

## PARTECIPANTS' COMMENTS

I feel I can get all the shampoo out!

It's more premium



STANDCAP



BOTTLE

**40%** of respondents preferred STANDCAP to the plastic squeeze bottle

