Europack 2014

YOXALL, Alaster <http://orcid.org/0000-0002-0954-2725>

Available from Sheffield Hallam University Research Archive (SHURA) at:
http://shura.shu.ac.uk/8473/

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

Published version


Copyright and re-use policy

See http://shura.shu.ac.uk/information.html
Understanding Packaging Usability
Pack it in!

Just say no to impossible packaging
What's the worst thing to open?

You said:
1. Tops of bleach bottles
2. Jars
3. Shrink-wrapped cheese and ham and sealed sandwich packets
4. Ring-pull cans
5. Tins of meat/fish
6. Milk cartons and juice cartons (including milk and cream pots for coffee)
7. Child-proof tops on medicines
8. The Cellophane on microwave ready-meals
9. Soap powder boxes
10. Biscuits
WRAP RAGE

Two-thirds of you get frustrated trying to get into everyday packaging. Our expert panel lifts the lid on the packaging types that cause the most injuries and irritation.

In a recent survey, people were asked about the types of packaging that irritated them the most. The results showed that 66% of consumers were impacted by everyday packaging, with the most common types being plastic and glass. This is not uncommon, according to packaging expert Mark Steele.

"Many of the current plastic packaging is designed to be difficult to open, which can cause injury. This is particularly true for those with arthritis or other hand conditions," Steele says. "The plastic is often too tight or too stiff, making it difficult to grip comfortably." Currently, there are few regulations in place to ensure that packaging is designed with accessibility in mind.

HELPING HAND

A group of UK-based designers aimed to address this issue by creating packaging that is easier to open. One of the designers, Emma Williams, explains their approach:

"We wanted to create packaging that is accessible and user-friendly. We conducted extensive research to understand the common issues people face with current packaging. We designed a range of easy-open features, such as pull tabs, snap locks, and easy-grip handles. By doing this, we hope to reduce the number of injuries caused by packaging."}

SAYING IT...

"I hate it when the packaging doesn't open easily. It's so frustrating trying to get into a product. It's especially challenging for people with arthritis or other hand conditions."}

EXAMPLES CHOSEN BY YOU

1. **MOULDED PLASTIC CLAM SHELL**
2. **Rust Paper Soap Pads**
3. **Warburtons Bag**
4. **Listerine Total Care**

**EXPERT VIEW**

"It's concerning to see the number of people being injured by packaging. It's important that we design products that are user-friendly and accessible for all."

---

**INACCESSIBLE PACKAGING**

"The current packaging is not only frustrating but also potentially dangerous. We need to rethink how we design products to ensure they are accessible for everyone."
Global greying will test rich and poor nations

1.3 billion pensioners expected by 2040

Structure of the family will be transformed
### Key Drivers for Innovation in 2014

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>48.3%</td>
<td>Cost reduction</td>
</tr>
<tr>
<td>42.7%</td>
<td>Differentiation/shelf impact</td>
</tr>
<tr>
<td>28.1%</td>
<td>Quality enhancement</td>
</tr>
<tr>
<td>14.6%</td>
<td>Environmental performance</td>
</tr>
<tr>
<td>14.6%</td>
<td>Moving into a new market</td>
</tr>
<tr>
<td>13.5%</td>
<td>Responding to legislation</td>
</tr>
<tr>
<td>12.4%</td>
<td>Openability/consumer convenience</td>
</tr>
</tbody>
</table>

*Source: easyFairs/Packaging News survey, July 2014*
Ageing results in loss of strength, dexterity and cognition
The Purdue Pegboard Test for people aged 60 and over

* number of pins
** number of pair of pins

Mean +/- 2 sd
All participants - Macro Dexterity vs Cereal, Juice and Milk Opening Times