

Shelf Impact Study

Executive Summary
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Better Print Quality Gets Noticed. Better Print Quality Sells.

It's easy to look for dot gain, hard breaks, and differences in color on packaging when you're in the industry. But can consumers see what we see? How much does print quality affect a customer's purchasing decision? Can printing quality boost your brand and your sales? These are questions to which MacDermid wanted answers.

A Shelf Impact Study conducted through Clemson University's Consumer Experience Lab was our next step. We provided the experts at Clemson with



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our queries, and they created and designed an experiment to help answer those questions. A Shelf Impact Study in a life-like grocery store was now in the works. All we needed now was packaging to compare side by side.

In order to avoid brand bias in the study, we asked an industry-leading package prototype developer to assist us in creating our package 'brand'. They helped us to develop the most realistic faux brand possible to keep the feel of the grocery store real. We worked with our designer to develop a package prototype for an energy drink. This same design was printed onto a shrink sleeve two different ways: one using standard digital platemaking technology and the other using MacDermid's LUX plate processing technology on its newest printing plate, UVR.

The two packages were placed side-by-side in Clemson's CU Shop (configured like a mock grocery store) and study participants were asked to pick products off the shelf.

- 79% of participants noticed a subtle difference between the package print qualities.
- 66% stated that the package printed with LUX and UVR appeared more fresh and newer than the standard digital version.
- 75% of those surveyed preferred the package printed with LUX and UVR and would purchase it over the standard digital version.

In a marketplace where consumers have unlimited options, your packaging has only three seconds to get their attention. The quicker time to fixation is, the more sales increase for your product. The more consumers dwell on your packaging, the more likely they are to choose it over another option. Eye tracking metrics support this result; when a product in the store is looked at faster, more often, and for longer periods of time, the more sales will increase for that product.

Find out more about MacDermid Printing Solutions and the products we have to help *boost your brand and your sales!*

<http://printing.macdermid.com/>

