



Mejora de la experiencia sensorial de envases flexibles en el comercio Enhancing the sensory experience of flexible packaging in retail

Douglas A. Brownfield (AMPACET)



Enhancing the Sensory Experience of Flexible Packaging in Retail



sensory input is at **11 million** bits of info per second...



...the conscious brain processes at **40 bits** of info per second

subconscious mind



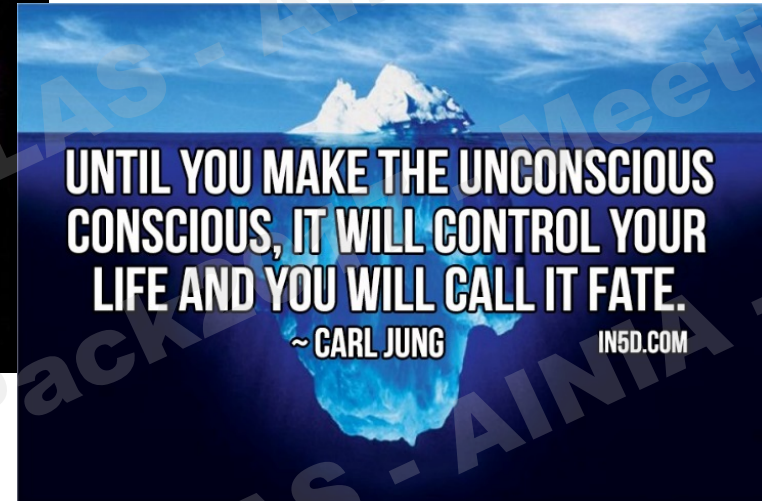
Conscious mind 10%

- Will power
- Long term memory
- Logical thinking
- Critical thinking

Subconscious mind 90%

- Beliefs
- Emotions
- Habits
- Values
- Protective reactions
- Long term memory
- Imagination
- Intuition

your subconscious mind is **30,000 times** more powerful than your conscious mind



pathway to the subconscious

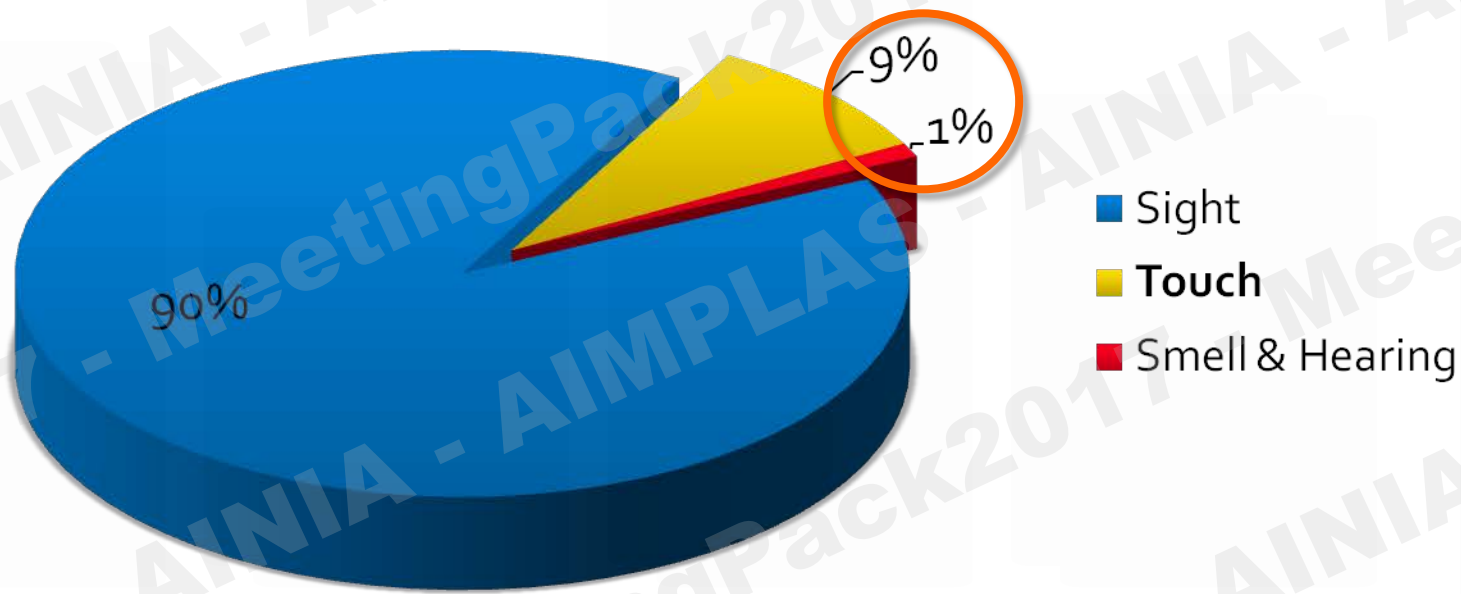


pathway into the sensory subconscious

Why appeal to just one sense?



Senses typically targeted in packaging



market opportunity

- aesthetic innovation in flexibles has been limited to printing technologies
 - resulting in a “Sea of Sameness”
- sensory cues in packaging ignites the consumer connection
 - creates the desire to touch and feel the product and even smell, starting the “Sell” process



TACTILITY or TOUCH

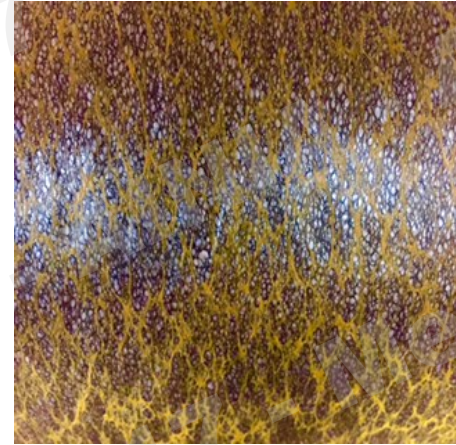
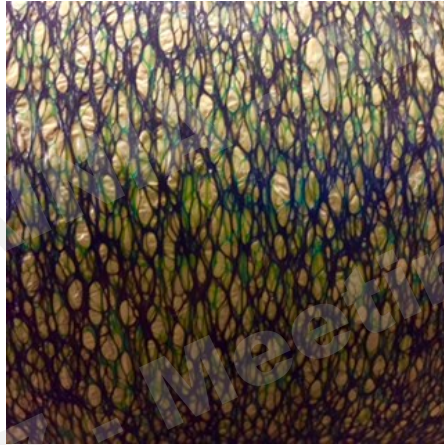


expression: reptylefx™



(patent pending)

expression: reptylefx 3D



psychological pathway: understated luxe



matte *psychologically*
projects "subtle luxury"



expression: matte effects



copper matte



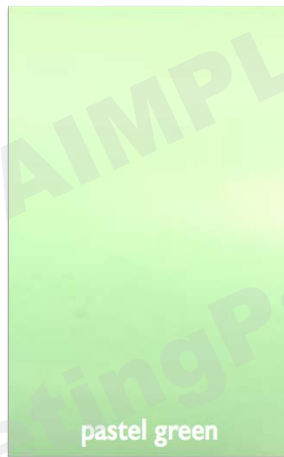
white pearl matte



black pearl matte



expression: soft touch matte



projects both **visual** and **physical** tactility



psychological pathway: environmental awareness



83.2% state:
“Little changes I make in my lifestyle
can add up to big improvements for
the environment.”. . . Medill Reports



interpretation: recyclability



RECYCLE READY TECHNOLOGY

for store drop-off recycling by



with advanced barrier
OTR: 0.036 cc/100 in²*day
MVTR: 0.058 g/100 in²*day

using FauxFoil by Ampacet

*Trademark of The Dow Chemical Company

FauxFoil™ Reflective Silver – Barrier Properties

New Reflective Silver offers barrier properties without EVOH



Oxygen Transmission Rate
(cc/[m²—day]) 1578.250

3.22 Mil film gage

Test Plan:

- Humidity level = 0%
- Test temperature = 23° C

Water Vapor Transmission Rate
(gm/[m²— day]) 0.1911

Test Performed: Water Vapor Transmission Rate - ASTM F1249-01

Test Plan:

- Humidity level = 90%
- Test temperature = 37.8° C



added benefit...
soft feel

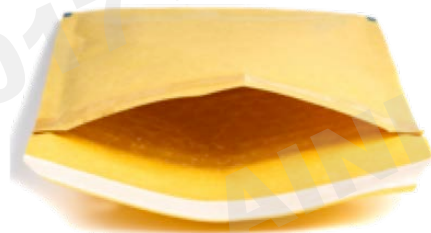
insight: responsible packaging – deforestation



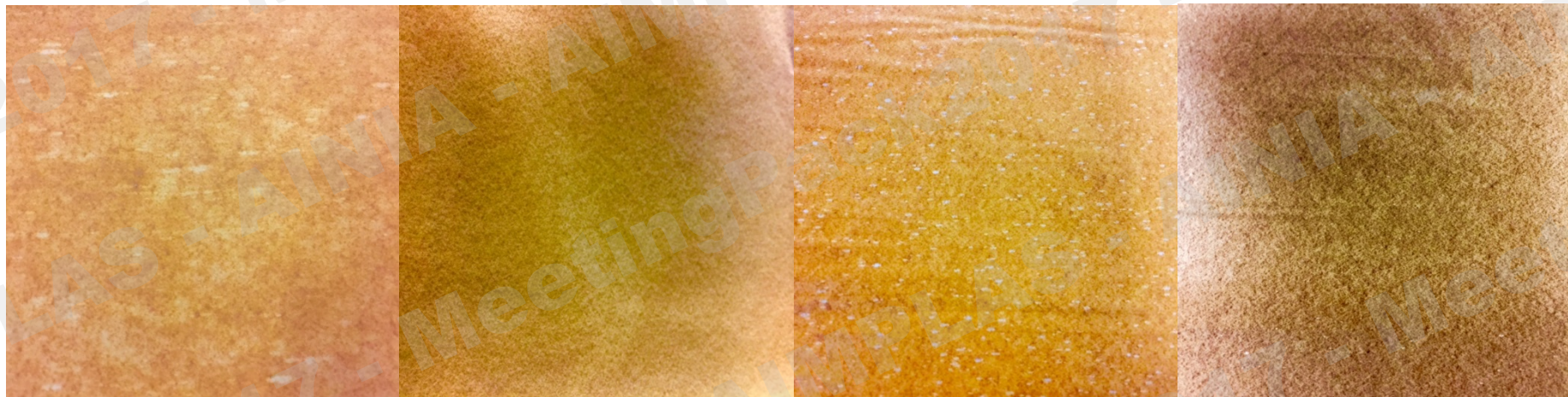
synthetic paper would offer offset to continued deforestation
extended shelf life through advanced barrier materials = reduction of food waste

expression: naturals - paper | 2.0™

perfect for brands desiring a “natural” look and feel



Paper Pulp or Fiber Effect with Paper 2.0™



expression: SynTear™ paper tear additive

barrier with easy tear properties



(patent pending)



Enhancing the Sensory Experience

For a complete Film Effect Innovation kit email:
Douglas.Brownfield@Ampacet.com

