



Metallic appearances utilised for toothpaste packaging *A Case Study by Amsterdam Metallized Products*

The personal care industry is an important market sector where metallic effects are applied to the packaging. Amsterdam Metallized Products has explored this sector to present their partners in the business with interesting content. This case study shows how many toothpaste brands utilise a metallic finish to improve the on shelf consumer appeal, and if brand owners will be asking a higher selling price for toothpaste packaging with a metallic appearance.

More than 50% of brand owners use a metallic appearance

In order to explore the toothpaste packaging industry Amsterdam Metallized Products conducted research at the three main Dutch drugstores: Etos, Kruidvat and DA. In total 30 different brands were displayed on their shelves. We noticed that 16 brands (53%) use a metallic appearance (metallized substrate, foiling and metallic inks). The metallic appeal was applied to 7 tubes, 2 plastic surrounding secondary packaging and 10 surrounding secondary board packaging. The metallic effects that were used, were: silver, gold, holographic or diffraction patterns and several metallic colours.

Toothpaste with a metallic appeal is sold at a higher price

Brands that sell both toothpaste with and without packaging that have a metallic finish ask a higher selling price for toothpaste sold with a metallic appeal applied to the packaging. On average the price was 28% higher. The higher price is applied to toothpaste sold with both secondary surrounding board packaging and stand-alone tubes with a metallic appearance. This indicates that the metallic effect is used to radiate high quality and therefore brand owners ask a higher selling price.

Toothpaste sold with secondary packaging is 88% more expensive

The price asked for toothpaste is on average 88% higher when it is sold with surrounding secondary packaging compared to toothpaste that is sold without secondary packaging. The comparison was applied to brands that sell both toothpaste with surrounding secondary board packaging and standalone tubes. This can indicate that surrounding secondary board packaging is used for premium quality tooth-paste and therefore a higher price need to be paid for it.

Secondary board

In 2011 package expert Cathrien Ruoff researched the packaging of toothpaste. She found that aerosols and pumps scored highly. This was the result of a seven year long lobby of Mrs. Meiny Epema-Brugman, a Dutch politician, who tried to eliminate the use of the board packaging surrounding the toothpaste tube. Due to the lobby the toothpaste brands agreed to get rid of the board packaging.

However after several years almost all the brand owners reintroduced board packaging, according to the article in *Verpakkingsmanagement*, March 2014. Our research has come to a similar conclusion. Out of the 30 brands, 7 used only stand alone tubes, which implies that 77% of the brands displayed their toothpaste with surrounding secondary board or plastic packaging.

About Amsterdam Metallized Products

Amsterdam Metallized Products offers you a one-stop-shopping concept for shelf appeal enhancing materials that evoke images of shining silver and glittering gold. Our products, which are used as base material for packaging, labels, publishing and promotions, are applied in the tobacco, wine, brewing and spirits, personal care and cosmetics, and food industries. We are based in Amsterdam, the Netherlands, with 60 employees, where we produce the full range metallized products and distribute to our worldwide customers portfolio.