



Double your customer loyalty with sensory experiences.

Touch & feel of packaging have a great impact.

WHITEPAPER



Introduction

The right "look & feel" will upgrade any product. The focus on packaging, colour and coating is not exactly new to any industry. However, the perception of the character of your product strongly depends on the right use of colour and visuals, but also on the surface finish. Maybe even more than we imagined! A good graphic design team will only get you so far; haptic knowledge will make the right decisions for you in terms of feel: providing the right touch.

In this article we help you understand the most important way to add feel to a product: coatings. Coatings that appeal to your senses and communicate the right characteristics in one millionth of a second: sensory coatings.

Overview of the input bandwidth per sensory system

| Sensory system | Total bandwidth (bits/sec) | Conscious bandwidth |
|----------------|----------------------------|---------------------|
| Sight | 10,000,000 | 40 |
| Hearing | 100,000 | 30 |
| Touch | 1,000,000 | 5 |
| Smell | 100,000 | 1 |
| Taste | 1,000 | 1 |

Source: Zimmerman, M, The nervous system in the context of information theory.

The science and technology that goes with being able to produce feel is extremely complex

Research shows that the most important sensory system – in terms of how many impressions the system can absorb per second – is sight (10,000,000 bits/sec). But we're not here to tell you the obvious.

More interestingly, touch is the second most important source of impressions (1,000,000 bits/sec), where the information penetrates our subconscious minds with much more impressions per second than any other sensory system, such as hearing, smell or taste.

Designing the surface feel is managing customers unconscious experience

On top of that, it was found that multi-sensory signals are perceived as more relevant and more credible than singlesensed ones.



Customer loyalty doubles when a brand is recognized by multiple senses

This exactly emphasizes the importance of a wide range of sensory coatings that work differently, when applied on the different materials and in different colours.

It justifies an insatiable appetite for developing extensive background information about the differences and definitions of sensory experiences, translated into coatings. As the sense of touch could very well be our most important sense.



Big brands position themselves using sensory coatings

Three take away lessons. Sensory coatings give the personality belonging to the brand, no matter what your product wants to convey:

- Elegance is silk
- Efficiency is matt
- Warmth is velvet

There are endless blends on the given substrate or material to achieve the right brand personality.

The fourth take away is a secret to almost all professionals.

Namely, special thin coatings enhance colour brightness. Important for achieving colour stability on the different your packaging portfolio.

Would you like to get advice on Doubling Customer Loyalty with the Right Packaging Feel?

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¹Please see the "Guidance on Use of Covestro Products in a Medical Application" document.
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