

IT'S ALL
ABOUT THE
PACKAGE



YUPO®

SYNTHETIC PAPER

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P R I N T • P A C K A G E • L A B E L • D E S I G N

What women want... to see, feel and understand about your package.

A message straight from a woman who knows brand strategy.

70% of purchases are made on

IMPULSE



You have **SECONDS OR LESS** to make your brand stand out at shelf



41% of shoppers who **"TOUCH"** your product will end up purchasing your brand

PURCHASING DECISIONS

Four most important features of your package are:



COLOR



WORDS



SHAPE

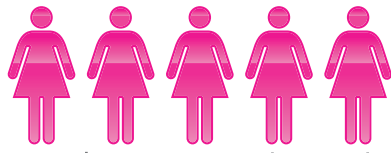


SYMBOLS



WOMEN

make up 85% of all purchasing decisions



0 20 40 60 80 100



52%

of men are the primary grocery shopper, but the woman is directing him what to buy

The shelf is the moment of truth. **YUPO[®]IML** can make your brand and your package stand out.

LET US HELP YOU WITH YOUR NEXT PACKAGING SOLUTION.

Visit yupousa.com for more information or to speak with someone on our technical team.



Stats and proprietary research provided by Terri Goldstein, the founder of the NYC brand identity design firm, The Goldstein Group, www.thegoldsteingroup.net. Terri and her firm's success spans iconic brands, to new products searching for a market positioning and RX/OTC launches. Her firm continues to create over 200 of America's most beloved brands.



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PRINT • PACKAGE • LABEL • DESIGN