

TAKING  
**COOPERATION**  
FORWARD



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CCIS, Dimičeva 13, Ljubljana (Slovenija) | 29.11.2018



## **SENSIBLE FOOD PACKAGING**

**when design is not an art, sensory analysis gives answers**

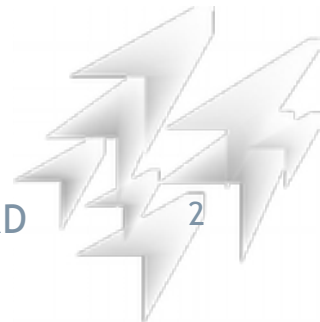


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LORENZO SECCO

# TALKING ABOUT ...

- packaging solutions in Food & Beverage
- how development of packaging solutions happens in a company
- sensory analysis as a reliable method to measure performance of a packaging solution



# TALKING ABOUT ...



EAT good mood food, England



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# TALKING ABOUT ...



Jan Robben Aardbeien strawberries, Nederland



# TALKING ABOUT ...



Take a Bite nutrition bars, Russia





# TALKING ABOUT ...



Fritolay tortilla chips, United States



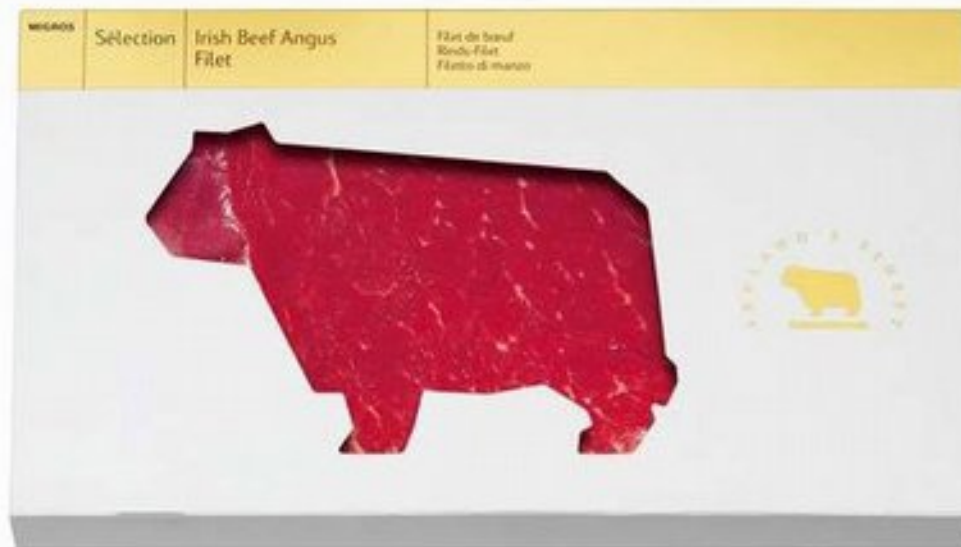
# TALKING ABOUT ...



Pistachio Nuts, United States



# TALKING ABOUT ...



Migros food retail, Switzerland



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# TALKING ABOUT ...



Aalbæk Specialiteter cured meats, Denmark



# TALKING ABOUT ...



Hexagon Honey, Russia



# TALKING ABOUT ...



Vin Grâce, France





# TALKING ABOUT ...



Juice Skins, Japan



# TALKING ABOUT ...



Callegari olive oil, United States





# TALKING ABOUT ...



Smirnoff Caipiroska, Brasil



# TALKING ABOUT ...



Bottlass, Korea



# TALKING ABOUT ...



Cadu Gomes, Brasil



# TALKING ABOUT ...



Quick Fruit, Colombia



# TALKING ABOUT ...



Student work by Yunyeen Yong, Australia





# TALKING ABOUT ...



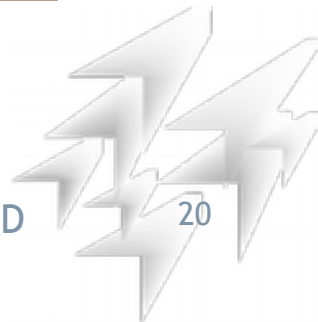
Student work by Veronica Kjellberg and Mila Rodriguez, Sweden



# TALKING ABOUT ...



Beehive, Sweden



# TALKING ABOUT ...



Nine Herbs, UK



# TALKING ABOUT ...



Deli Garage, Germany



# TALKING ABOUT ...



Caramela chocolates, Mexico





# TALKING ABOUT ...



GuacTruck truck food, Philippines



# TALKING ABOUT ...



Maida conserved organic vegetables, Italy



# TALKING ABOUT ...



Thelma's Treats, United States





# TALKING ABOUT ...



Robot Food rebranding of Feel Good, Oct. 2017



Yeah, right! Nice!

And now ...?

- How to properly drive the development of a Food Packaging solution?
- .. and with which tools?





# WHAT DOES A PACKAGING DO?

- contain
- protect (shocks, temperature, ...)
- inform
- promote
- appeal
- be more useful, advantageous
- correctly disposable
- sustainable
- manufacturable
- inexpensive
- conform to regulations



# WHAT DOES A PACKAGING DO?

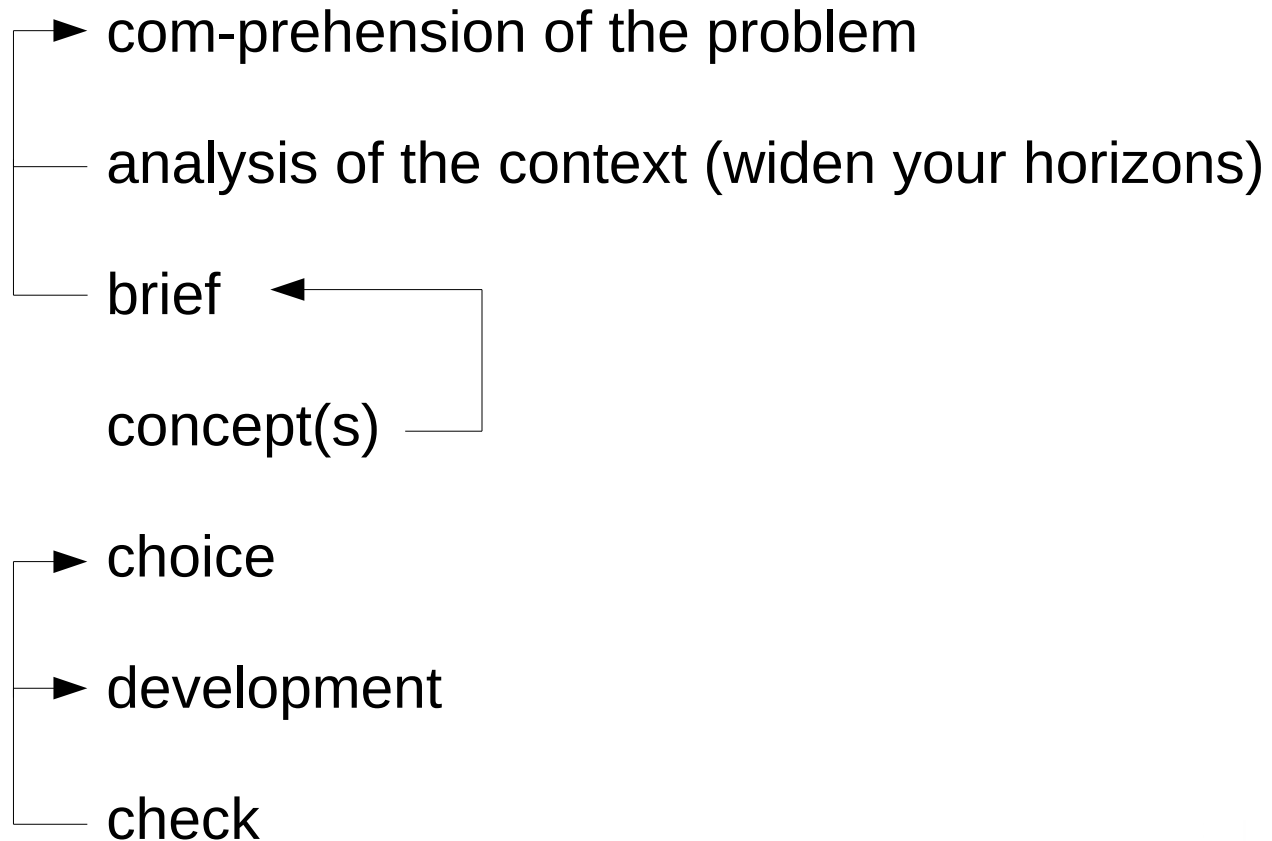
- promote
- appeal
- be more useful, advantageous

everybody knows  
**BETTER !**



# DESIGN THINKING (HAHAHA ...)





com-prehension of the problem

analysis of the context (widen your horizons)

**brief**

concept(s)

choice

development

check







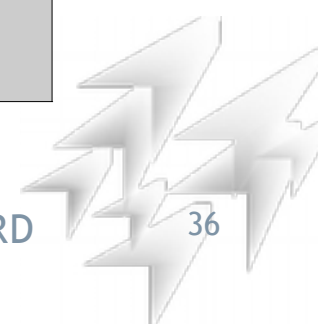
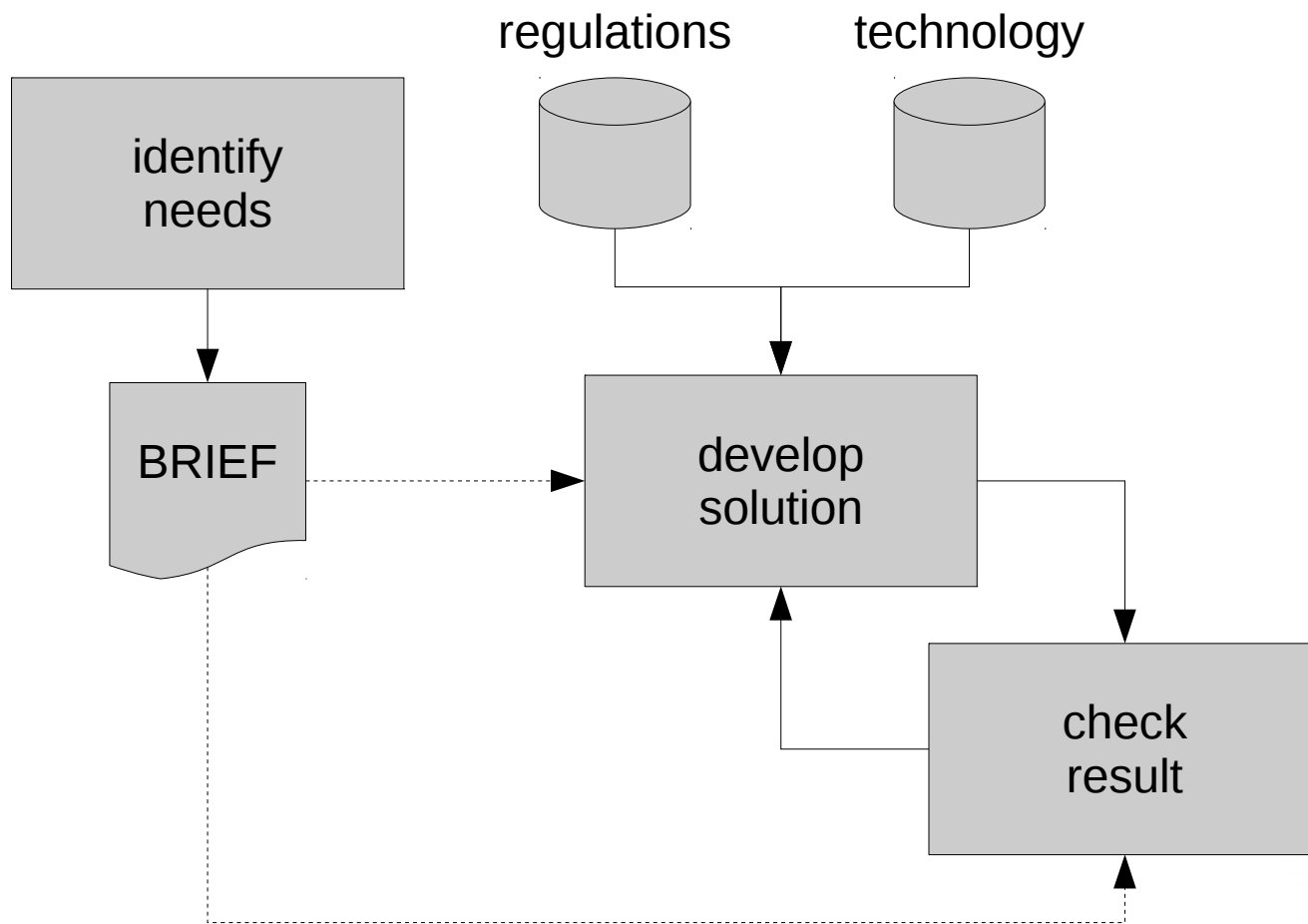
**"I WANT A LOGO THAT'S SERIOUS BUT FUN,  
DETAILED BUT SIMPLE, LARGE BUT SMALL,  
TECHNICAL BUT LOOKS HAND-DRAWN AND  
LOOKS EXPENSIVE, BUT COSTS VERY LITTLE."**



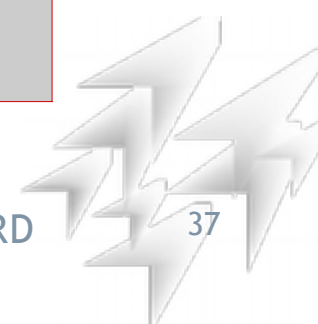
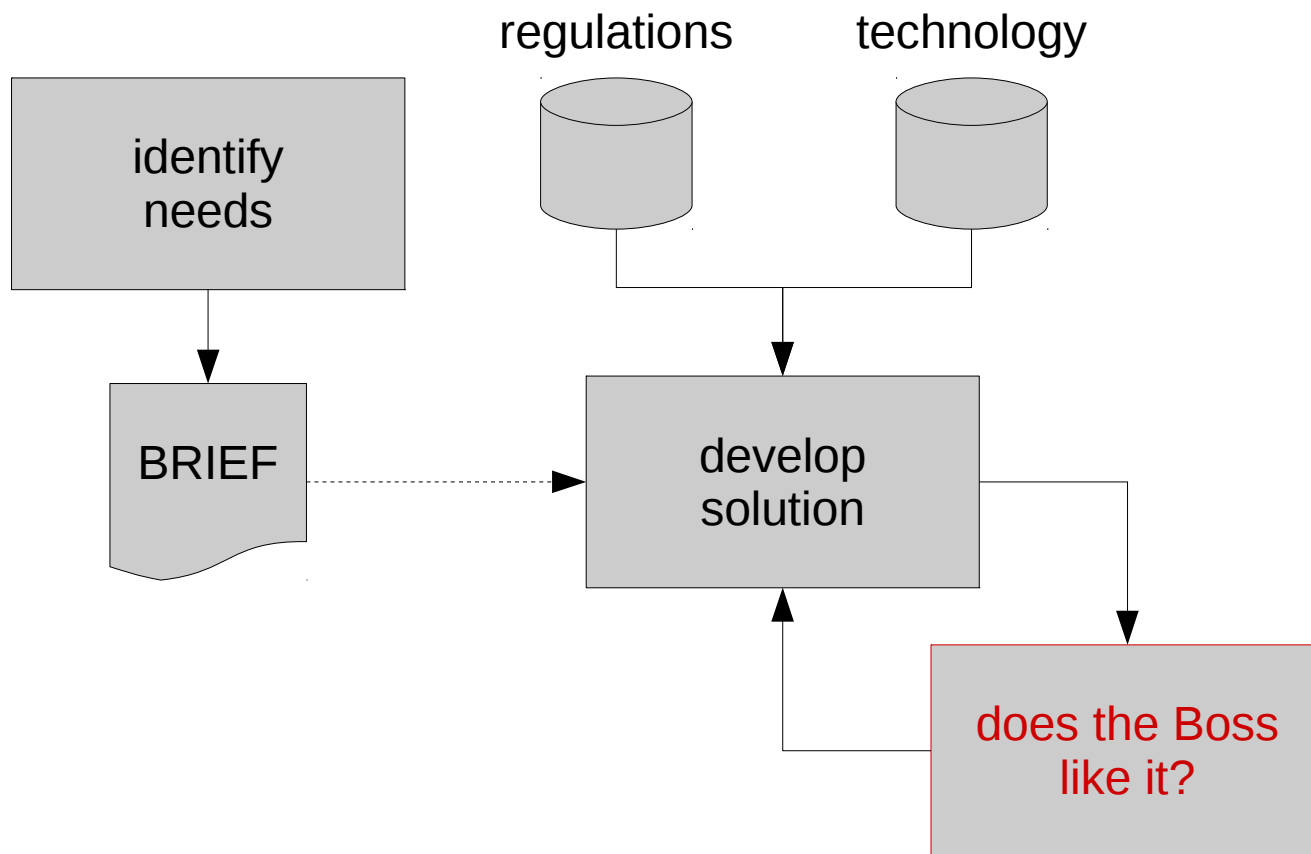
- **Subject**  
the topic  
what are we talking about
- **Problems**  
what is not working  
issues my project is going to solve
- **Performances**  
the targets of the project  
performances to be reached  
stated as verifiable conditions



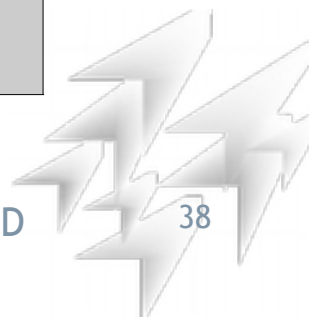
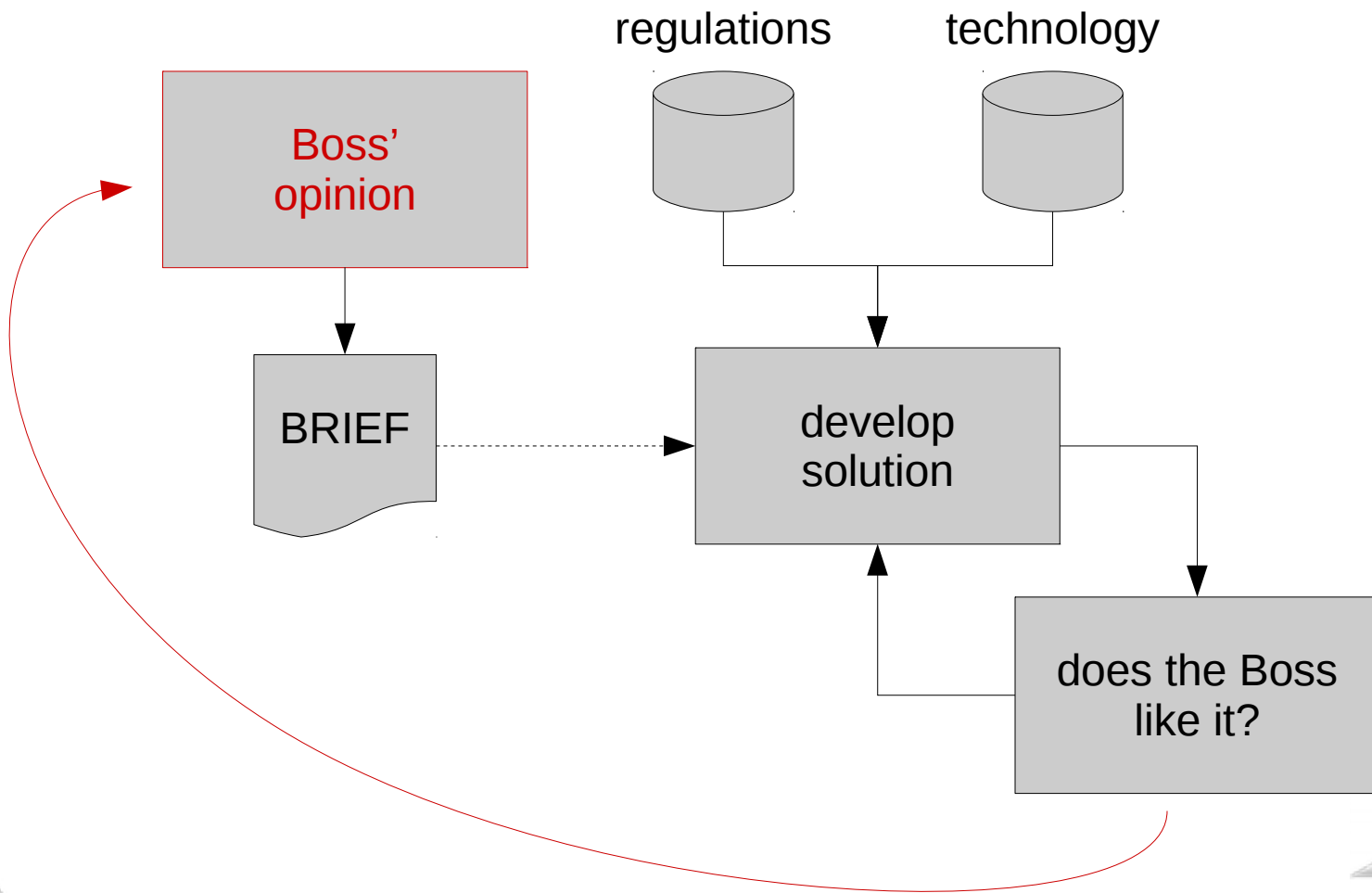
# PRODUCT DEVELOPMENT



# HOW TO CHECK ...

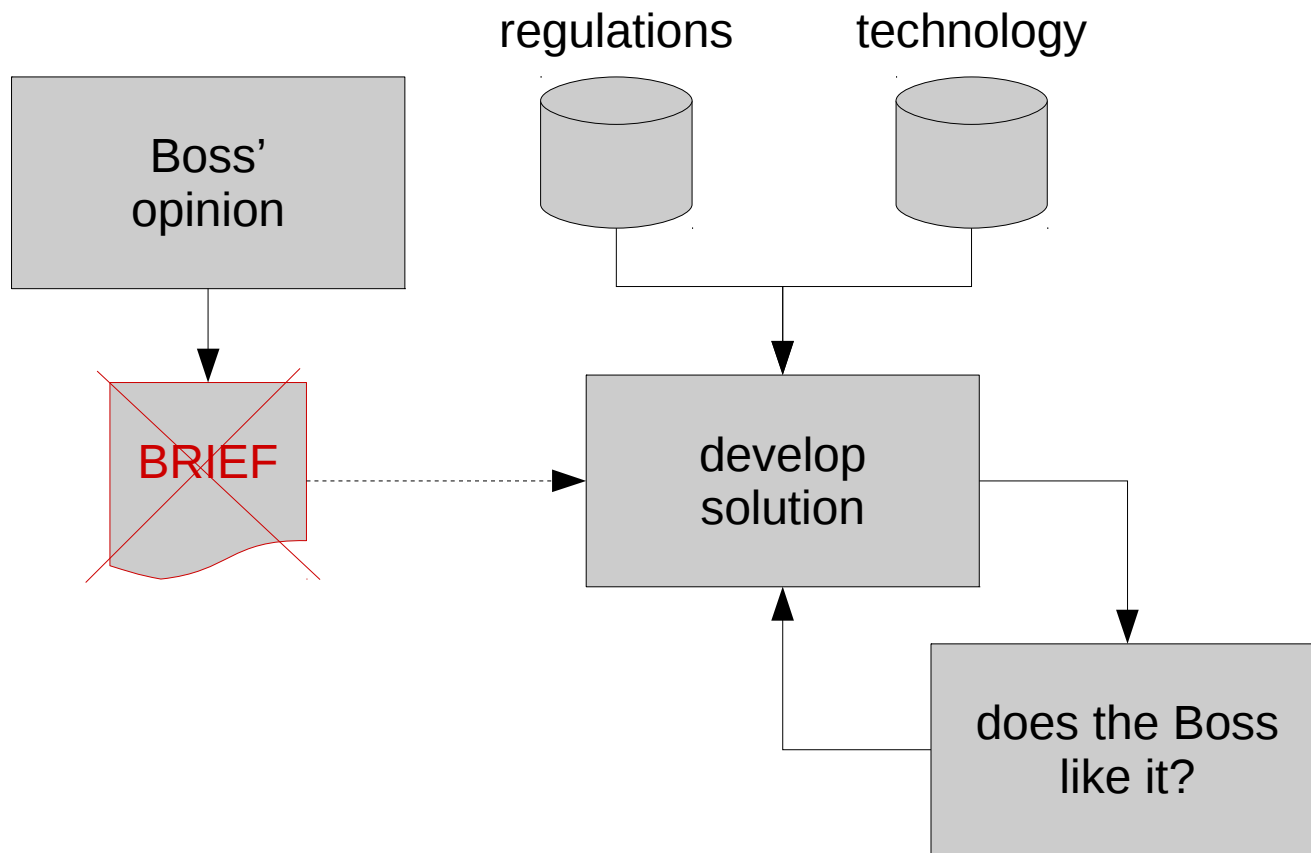


# HOW TO CHECK ...

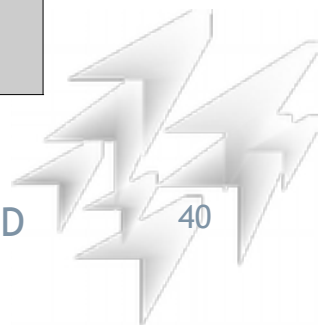
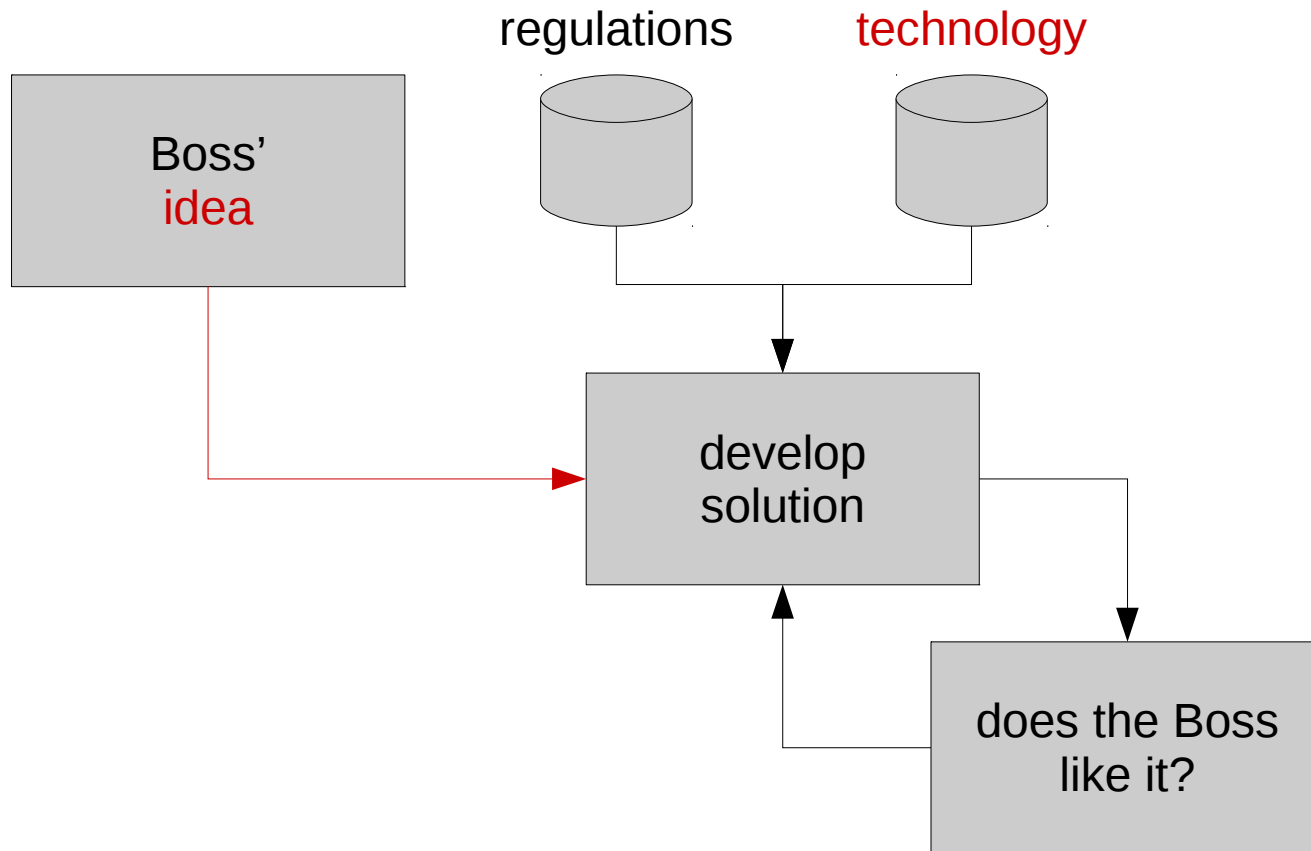




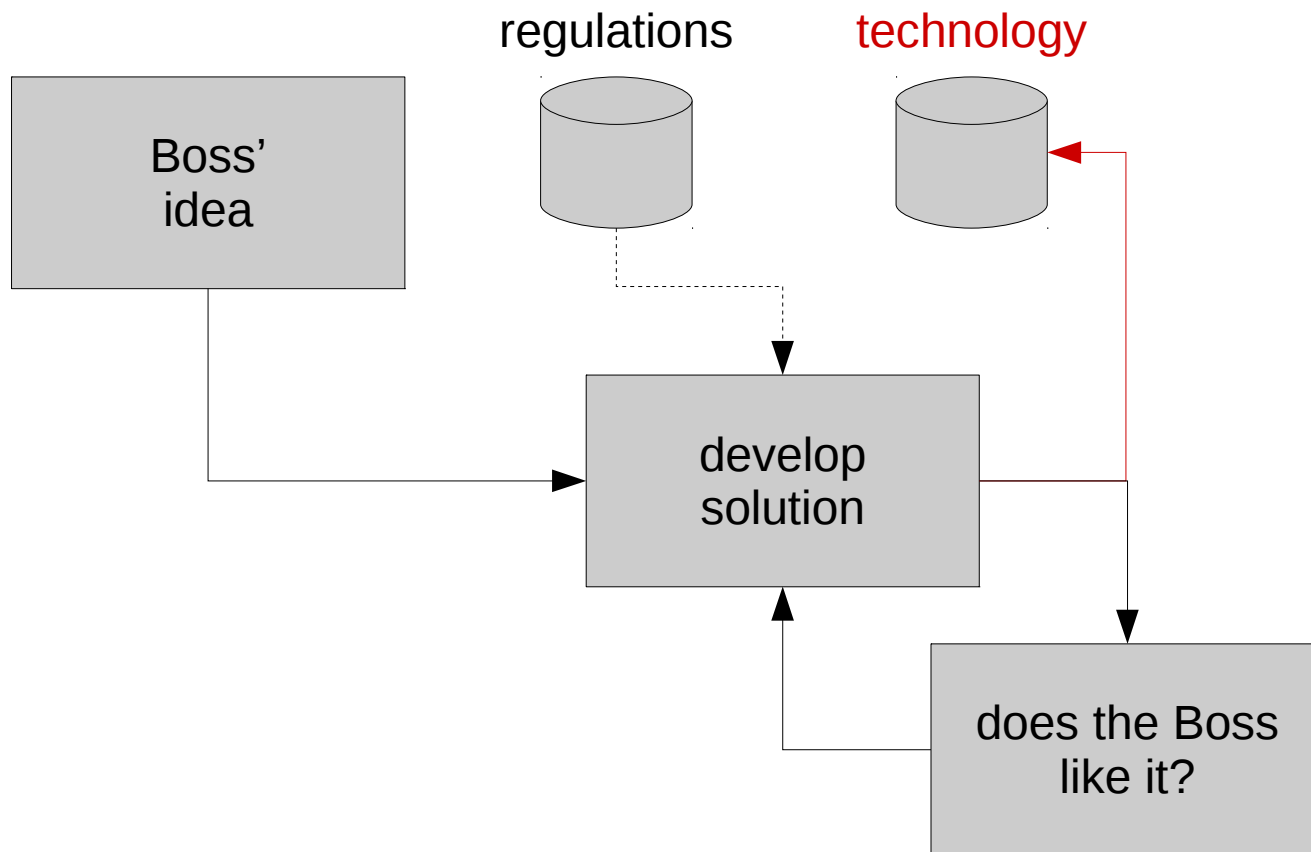
# HOW TO CHECK ...



# HOW TO CHECK ...



# HOW TO CHECK ...



# IN SUMMARY

BRAND CAMP

by Tom Fishburne

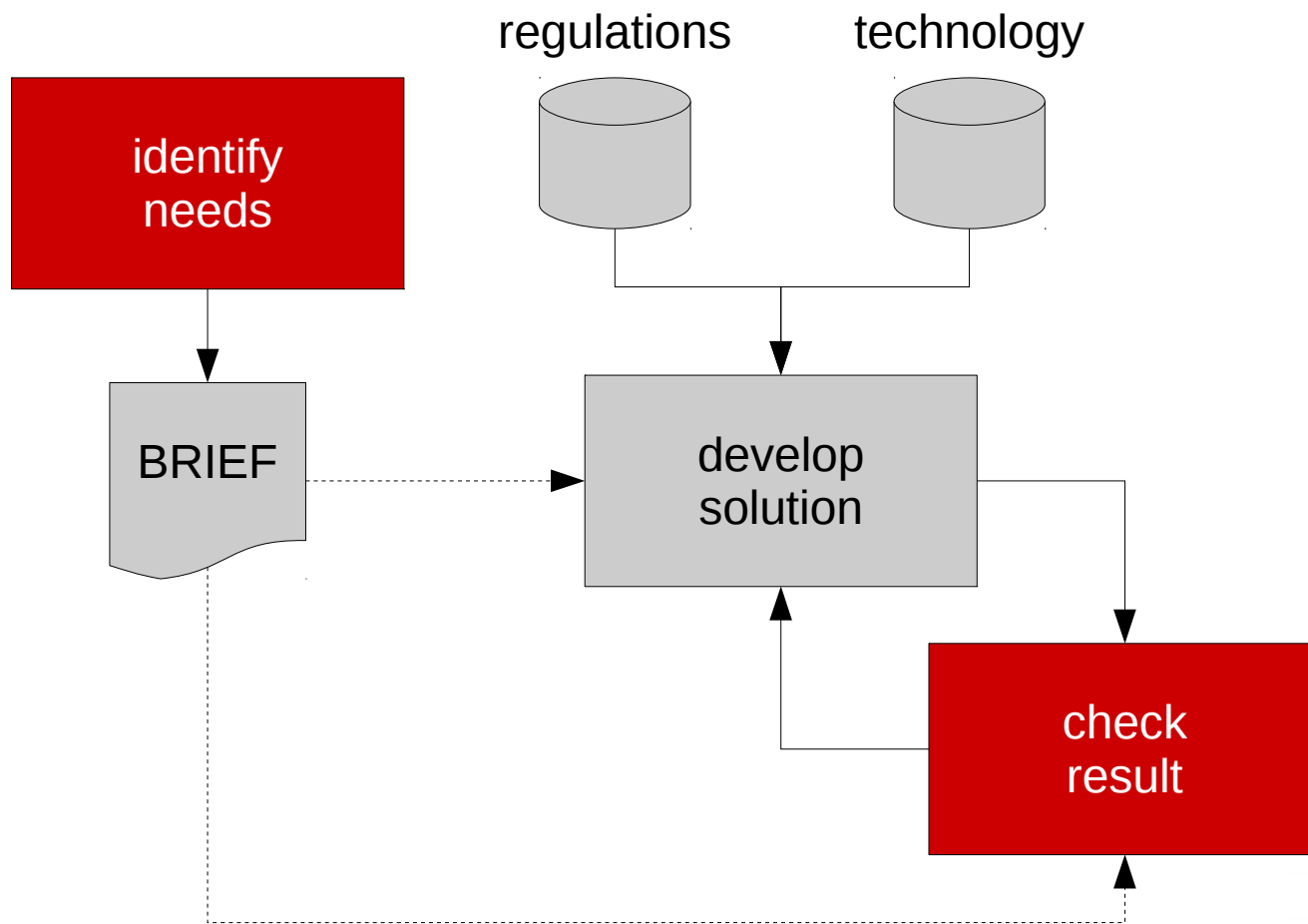


©2011

MARKETOONIST.COM



# BACK IN TRACK ...





HERE COMES ...



# Sensory analysis



- WHAT

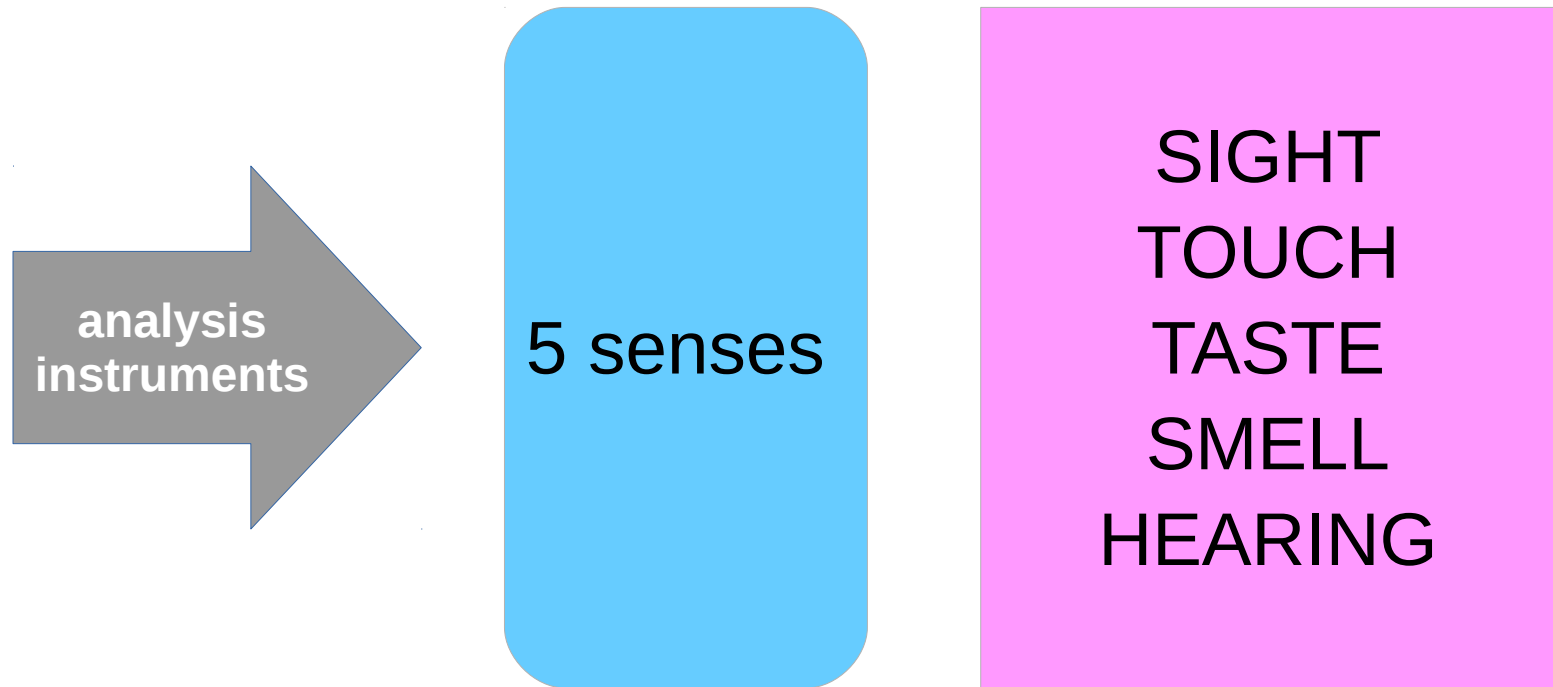


Sensory analysis (SA) is as a **scientific method** used to evoke, measure, analyze, and interpret those responses to products as perceived through the senses of **sight, smell, touch, taste, and hearing.**

Stone H, Sidel JL (1993)



- WHAT



- WHAT  
INTEGRATION

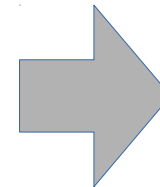


EXPERIENCE

CULTURE

ATTITUDES

MEMORIES



**PERCEPTION**





## PEOPLE AS MEASURING INSTRUMENTS

**sensory analysis doesn't deal with  
"likes" and "dislikes" !**

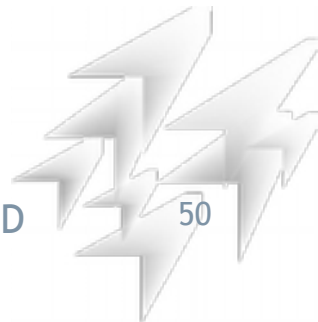




- development of a new solution
  - trace needs
  - evaluate competitors
  - check results
- on production
  - quality control
  - evaluate effects of modifications to process
  - monitor product during best-before period



- Sensory analysis can supply clear perception about ordinary **consumers experience**
- Sensory analysis can be much **quicker** than most non-sensory methods
- Sensory jurors use more than one sense at the same time, resulting as **more flexible** instruments
- Sensory analysts can be very sensitive and effective in detecting **minute differences** in product properties
- Laboratories are not required to conduct descriptive analysis of a product. Sensory panels may result a more **effective and efficient** option to describe product impact on humans.



## Sensory jurors are formally trained and qualified

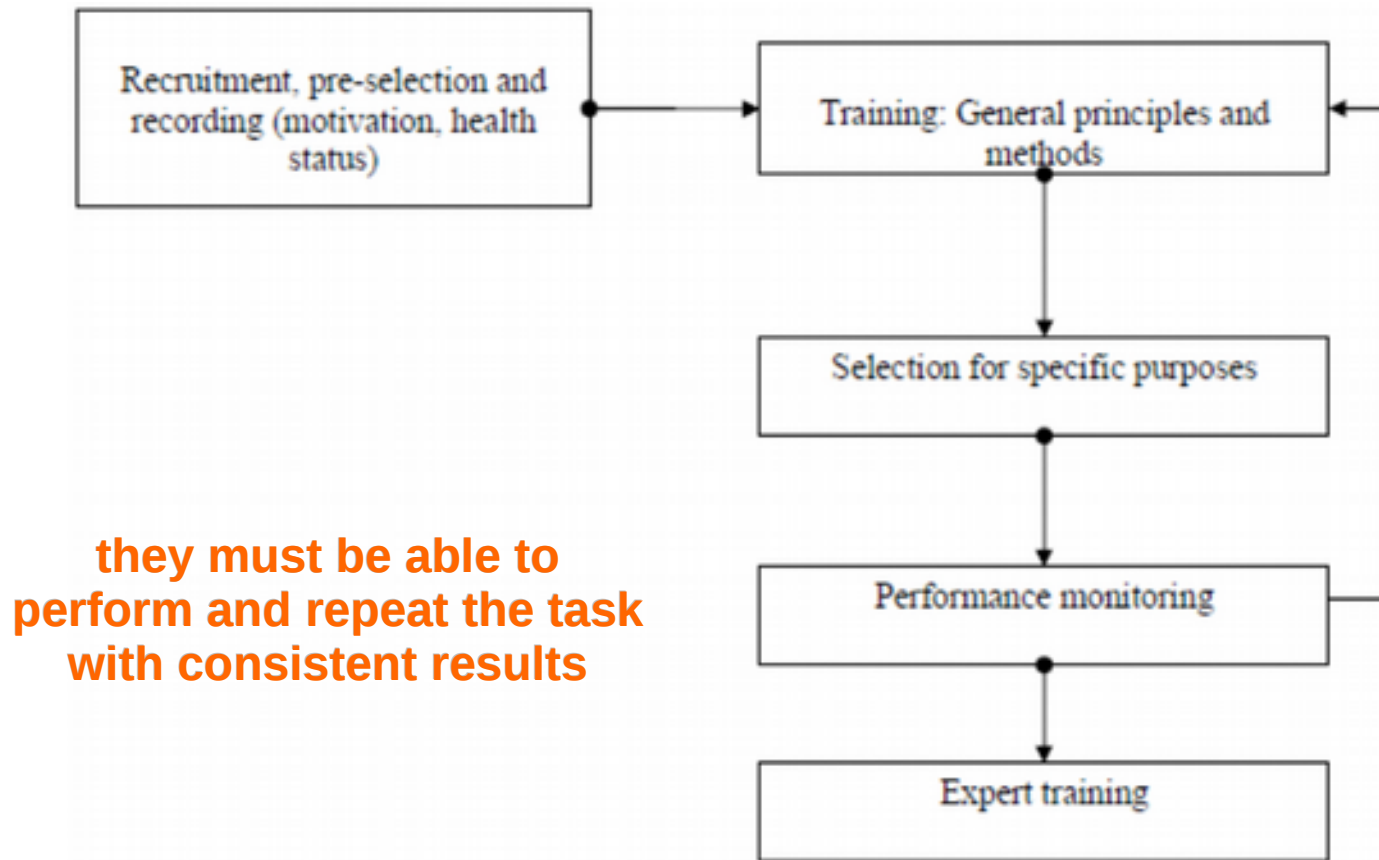
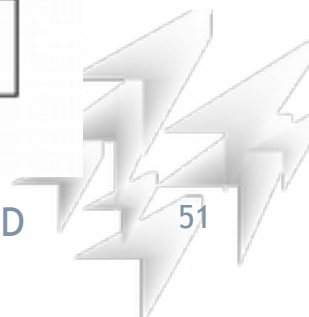


Figure 9. Selection and training of panelists (ISO 8568-1)



## Panelist room: a regulated environment

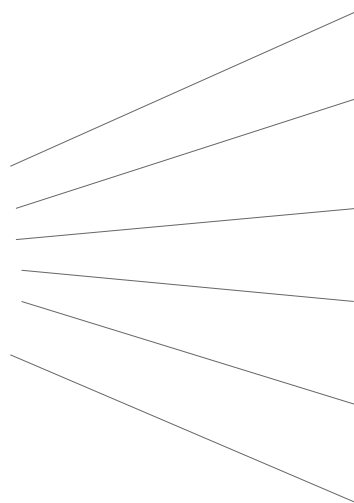
- Noise- and smell-free
- Draft-free, ventilated
- Well lit
- temperature: 20-22°C  
rel. umidity: 50-70%
- Bright pastel-colored  
walls and furniture
- Separated posts



- summarize data, making them intelligible
- clear spurious spikes
- rule out erratic judgements
- monitor jurors' reliability



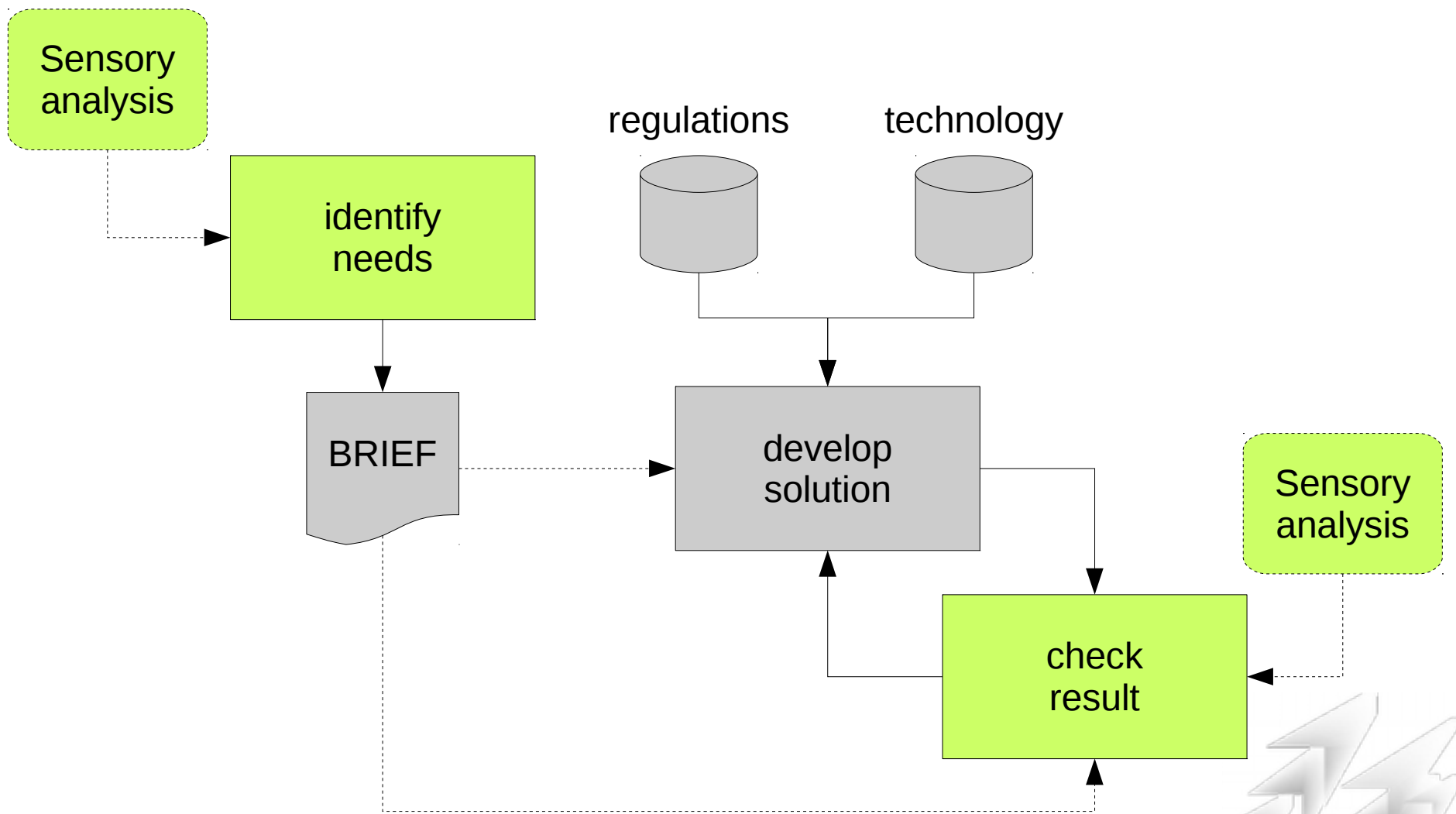




- quick
- reliable
- repeatable
- targeted
- independent
- cost-effective



# DATA, NOT OPINIONS!



## ***sensibility***

“,sensə'biləti n.

1. Capacity to feel (skin lost its sensibility).
2. Exceptional openness to emotional impressions (sense and sensibility); delicacy of feeling, susceptibility (sensibility to kindness etc.); ...”

*(excerpt from Sensibility in:  
The Oxford Dictionary of Current English, 1976, page 1034)*



## *sensibility*

is necessary to correctly **perceive** and **select**  
the aspects of a problem we need to take care of

and, even more important,

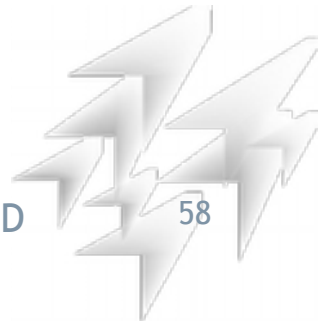
the ones we want to **leave aside**.



*design*

needs *sensibility*

to spot the **right problems** out of intricate situations  
and to efficiently devise **effective solutions**.



# WHAT IS 'RIGHT' DESIGN ?







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UniS&F, Knowledge Partner of  
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