



GLS TPES
FOR SOFT TOUCH
PACKAGING SOLUTIONS

SOFT TOUCH IS A PACKAGING DIFFERENTIATOR

You've heard it before: Consumers view packaging as an extension of the product and their first perception of value is often based on the look and feel of the package. But store shelves are crowded with product offerings, so how do you entice them to reach for yours?

One answer? Soft touch packaging. It can help draw attention to your package and even signal a product improvement.



THE SENSORY EXPERIENCE

Packaging that connects with consumers through multiple senses is a hot topic, especially in the cosmetic and luxury packaging sectors.

As a brand owner or packaging designer, you're seeking a relationship with consumers. Most packaging doesn't take advantage of the sense of touch to make that connection, so adding color and texture with soft touch materials can help your package stand out from the competition on store shelves.

And this trend isn't just about cosmetics and luxury products. As an example, easy-open ergonomic caps overmolded with soft touch TPEs have been endorsed by the Arthritis Foundation for their improved usability. From Baby Boomers to Millennials, the sensory experience matters.



FUNCTIONALITY AND VALUE



How do you add soft touch? Thermoplastic elastomers (TPEs) are an excellent solution. They add functionality to the package to engage consumers, enhance their experience and increase overall product satisfaction. Packaging designed with soft touch can help you differentiate your product and increase brand preference.

Convenience is king, of course, so packaging that includes an applicator is winning fans among consumers. Taken one step further, applicators designed to control dispensing and complement the product's formulation are an even bigger hit. Consider applicator designs that use TPEs to enable your products to be applied more precisely. Not only will your consumer's experience in using your product be a positive one, they'll also notice that waste is reduced.

Beyond applicators, TPEs in packaging can be used to communicate an upscale message for premium products, or they can emphasize enhancements or value-added features for everyday products.



SUSTAINABILITY

It almost goes without saying, but consumers today are more environmentally aware and concerned with sustainability, especially when it comes to packaging. They also expect the brands they trust to be environmentally responsible. The good news? TPEs are compatible with most municipal recycle streams and special grades can be formulated with renewable content.



GENERAL PURPOSE GLS TPES FOR PACKAGING SOFT TOUCH GRIPS BONDING TO NON POLAR SUBSTRATES

	Dynaflex™ G2711	Dynaflex™ G2780	Dynaflex™ G6713	Dynaflex™ G7960	Versalloy™ XL9045	Versaflex™ CL40
Aesthetics	Grippy, 43A & translucent	Low tack, 84A & translucent	Extra soft, 13A & translucent	Rubbery, 60A & opaque	Matte, 45A & natural	Grippy, 40A & water clear
Special Characteristics	Grippy medical grade	PP & PE OM	Extra Soft	General purpose	High flow & fast setup	Water clear
Regulatory	FDA, EU & USP VI	FDA	FDA & EU	FDA	FDA	FDA & EU
Overmolding	Polypropylene	Polypropylene & Polyethylene	Polypropylene	Polypropylene	Polypropylene	Polypropylene

GENERAL PURPOSE GLS TPES FOR PACKAGING SOFT TOUCH GRIPS BONDING TO POLAR SUBSTRATES

	Versaflex™ CL 2250	Versaflex™ OM 3060	Versaflex™ CE 3115	Versaflex™ CE 3620	Versollan™ RU 2205
Aesthetics	Grippy, 50A & clear	Grippy, 59A & clear	Silky feel, 65A & matte finish	Silky feel, 65A & matte finish	Grippy, 65A & matte finish
Special Characteristics	Clear overmold	Clear overmold	Abrasion resistance & high strength	Low compression set & high flow	Abrasion resistance & high strength
Regulatory	FDA & USP VI	FDA & USP VI		FDA & ISO 10993-10	
Overmolding	Polycarbonate	Polycarbonate & ABS	Polycarbonate, ABS, Copolyester & Nylon 12	Polycarbonate, ABS, Copolyester	Polycarbonate, ABS, Copolyester & Nylon 12

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