

7 Factors to Consider in Your Packaging Design

From the end-use application to environmental impact to shipping and shelf requirements, brand owners have a lot to think about when choosing a design for their aerosol product. Success on the shelf and in the home begins with careful consideration of the following factors:



End Use / Application

What is the intended direction of the spray?

- Toward the face or body
- Onto a surface
- Into the air

What is the coverage of the spray?

- Large
- Medium
- Targeted



Can Size / Shape

What is the can height?

- Short
- Medium
- Tall

What is the can diameter?

- Narrow
- Wide



Time / Duration of Use

What is the duration of spray?

- Quick
- Medium
- Long
- Extended



Environmental Impact

Which can type will be used?

- 3-piece tinplate
- 2-piece tinplate
- 1-piece aluminum
- Plastic



Shipping Requirements

Can the packaging withstand international shipping standards?

- Drop tests
- Stacking tests
- Pressure differential tests



Shelf Requirements

Can the package withstand storage/shelf regulations?

- Maximum net weight values
- Solid pile or palletized height/width limitations



Brand Differentiation

How do you want to stand out on the shelf?

- Premium triggers and levers
- Integrated actuator and can
- Custom shape
- Bright / multiple colors
- Long, sculpted skirt

Start building a better experience

Now that you know what components contribute to a better dispensing experience, it's time to design your own unique solution. Visit our 3D Design Lab to get started!

DESIGN YOUR DISPENSER