

## MAKE IT SNAPPY!



**We're seeing an early emergence of secondary businesses that cater directly to the needs of companies entering the world of sachet marketing: snappy packing.**

Make it snappy **Sachet marketing** — making branded goods accessible to consumers with limited cash by packaging them in small, inexpensive quantities — is still going strong in countries like Brazil, Mexico, and India. Now we're seeing an early emergence of secondary businesses directly addressing the needs of companies entering the sachet market. Witness **Snap Pak**, a company that provides packaging of sachet products and a unique new advertising medium.



Snap Pak's packaging is made for single servings of liquid products of any viscosity. The units are designed to open and dispense the product with a two-fingered snap-and-squeeze (rather than cutting or tearing). In addition to more convenience, one side of the packaging can be printed with high-resolution, photographic quality artwork. Snap sachets are currently available in a variety of standardized sizes, and custom sizes and shapes are also possible.

### Opportunities

Snap sachets could be used for cosmetics, condiments, haircare products, pharmaceuticals and OTC medicines, lotions and sunscreens, scent products, sports supplements, and more. In true SACHET MARKETING style, the single serving size allows a wider range of branded goods to be sold at an economical price: an opportunity to introduce established products, create brand loyalty, and maybe even generate some MASSCLUSIVITY appeal in markets where larger quantities would be prohibitively costly.



The size and easy-open design also makes them a viable alternative to the tear-open packaging used most often in the US, Europe, and Asia for samples and single-use packaging. From vending machines and retail outlets with limited product space to trade shows and sales staff tools, snap sachets widen the possibilities for product placement by manufacturers. The advertising possibilities for snap sachets are quite promising for both sides of the equation. Product manufacturers can use the space to reinforce branding or reduce costs by selling the advertising space, and any company can reach large numbers of consumers with high impact visuals in a novel medium. It may literally look like small business, but the volumes are massive. And who's going to come up with an environmentally sound (biodegradable?) solution? Start thinking small!



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Website: [www.snappak.com/](http://www.snappak.com/)