



**WOODLY®**  
**Heat-sealed  
take away bag**

**Consumer  
research report**

June 2022

# Research set-up

## Samples



**K**  
Reference – Polypropylene  
(30 my)



**R**  
Woodyly®



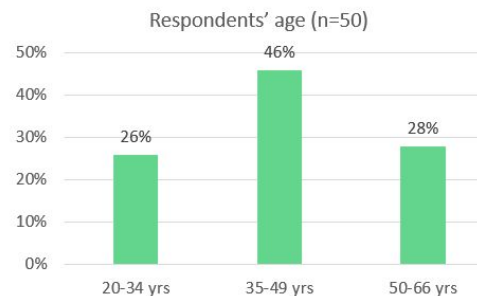
**S**  
Reference - Paper

### Data collection

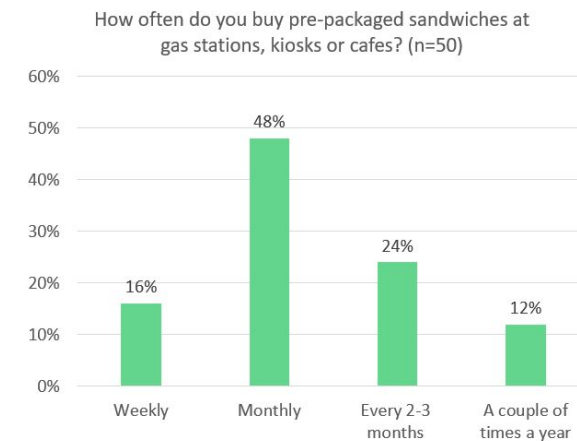
Data was collected through hall testing (n=50).

The average age of the participants was 43 years, ranging from 20 to 66 years. Of the participants, 60% were female and 38% male. One participant chose not to state their gender (2%).

The tests were conducted in June 2022 at the Myyrmanni shopping centre in Vantaa. The participants were rewarded with a 10 euro gift card.



**Of the participants, 16% bought pre-packaged sandwiches weekly and 48% monthly at gas stations, kiosks or cafes**



## Aim

The aim of the study was to measure the benefits and value of **Woodyly®** heat-sealed take away bag to consumers in a pre-packaged sandwich

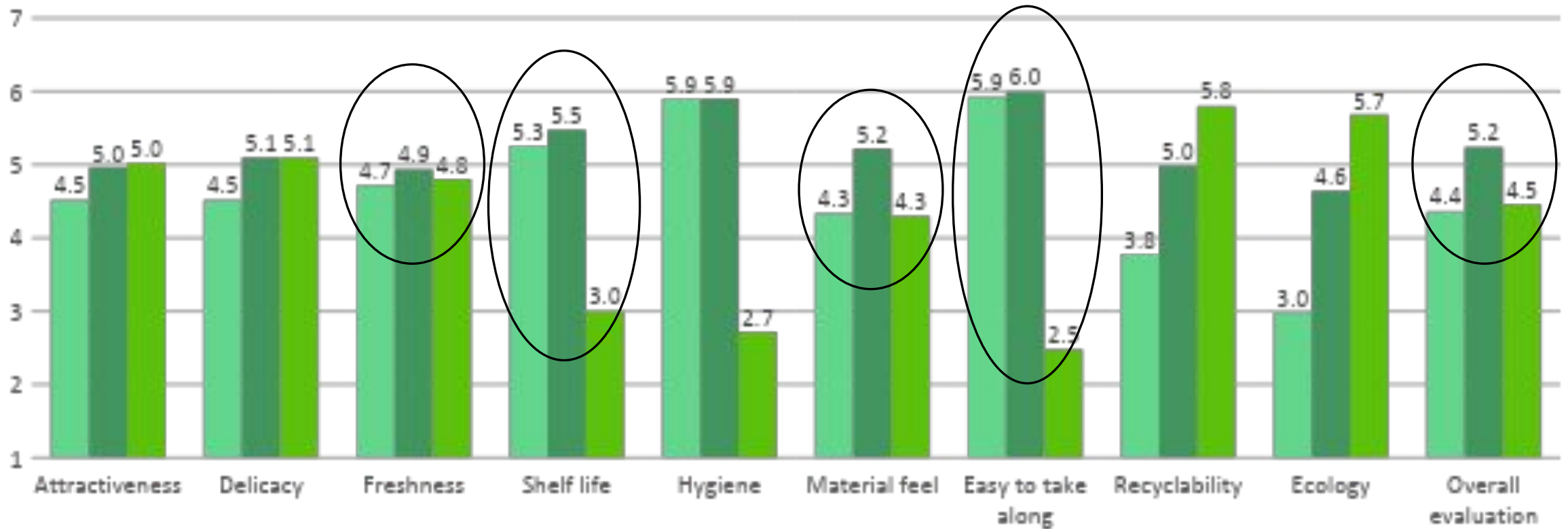
# Woodly® scored highest in Freshness, Shelf life, Material feel, easiness to take along and Overall evaluation

n=50 (1=poor; 7=excellent)

Woodly® was perceived to have the most pleasant material feel in all test groups.

Woodly® was perceived as having the longest shelf life by the weekly and monthly consumers of packaged sandwiches, as well as the least frequent consumers.

Woodly® was perceived the freshest by the weekly and monthly consumers of packaged sandwiches, as well as the least frequent consumers.



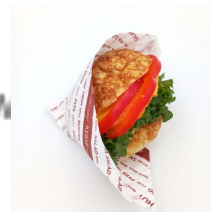
sense n insight



Reference - Polypropy



W



Reference -

# Woodly® was most preferred based on the first impression as well as after the evaluation

Polypropylene – loud and everyday

Woodly® - pleasant, silent and ecological

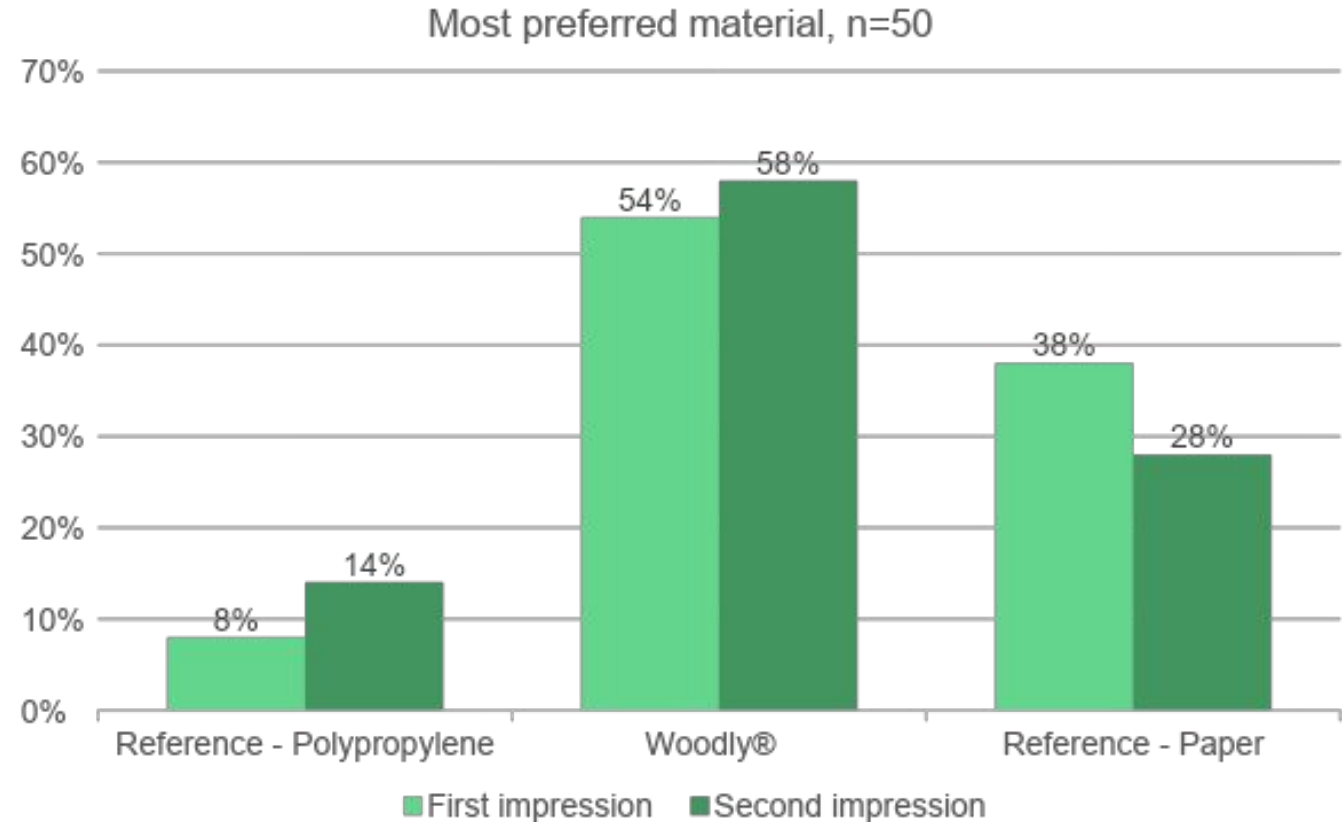
Paper – unprotective and unhygienic, but ecological

Based on the first impression, Woodly® was preferred by 54%, Paper by 38%, and Polypropylene by 6%.

After all packages were examined and evaluated more closely, the participants stated again their preferred package.

Based on the second impression, Woodly® was preferred by 58%, Paper by 28%, and Polypropylene by 14%.

sense n insight

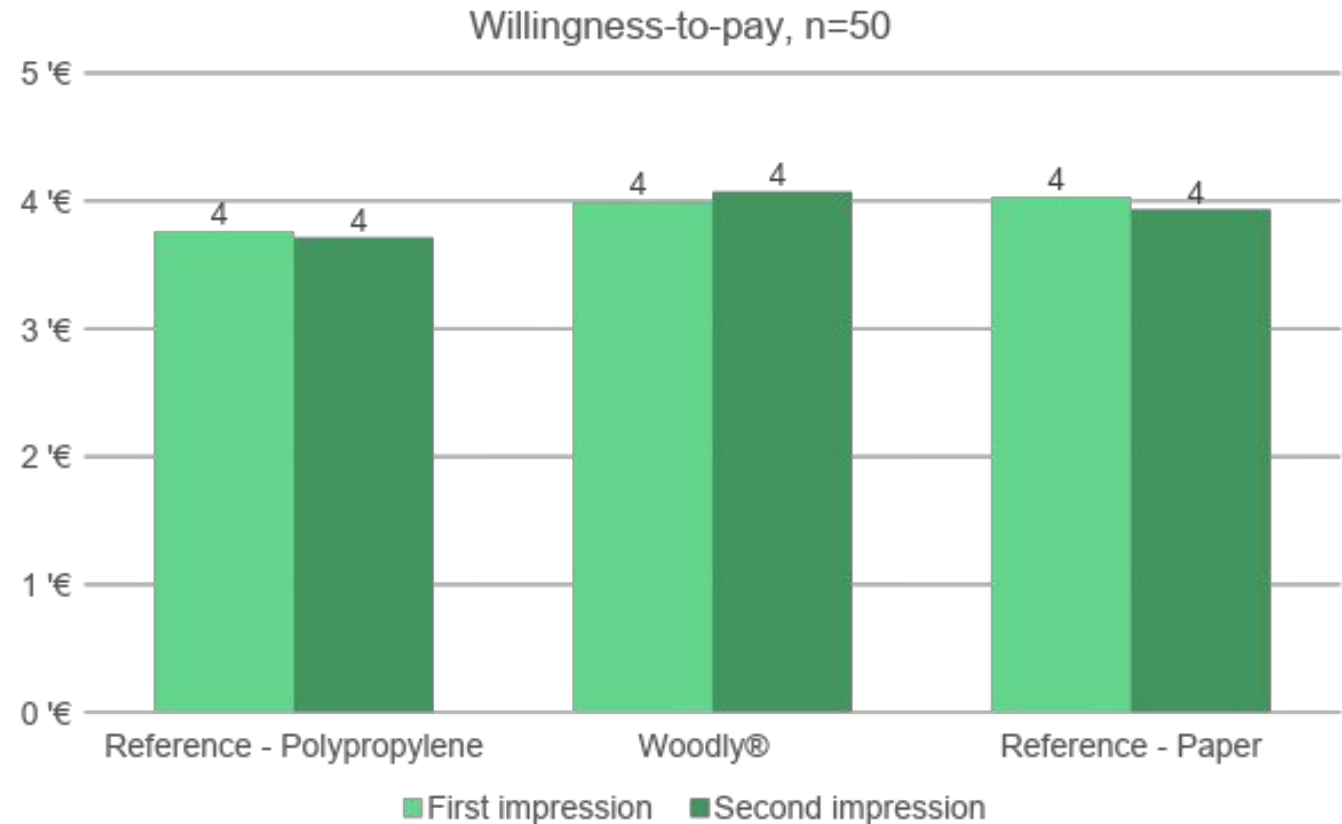


# Woodly® gained the highest willingness-to-pay

Based on the first impression, the participants offered 4.03 euro for Paper package, 3.99 euro for Woodly®, and 3.76 euro for Polypropylene package.

Based on the second impression, the average offer for Paper was 3.93 euro (-0.10 euro), for Woodly® 4.07 euro (+0.08 euro), and for Polypropylene 3.71 euro (-0.05 euro).

Based on the findings, Woodly® added the most value to the product.



# Woody® - pleasant, silent and ecological

"I liked it, it's nice that the product didn't rustle. Works well for take away." – Woman, 38

"This was interesting, and the material felt good in hand. This made me think about my own consumption habits." – Man, 31

"The softness of the plastic was pleasant, it's seems easy to open." – Woman, 66

"Feels-good, easy to take along, hygienic. A plus for eco-friendly material." – Woman, 37

"Nice feel for a plastic wrap! The product stays fresh." - Woman, 59

"Obviously better packaging for nature." - Woman, 45

"Looks ecological because of the label. It also looks fresher than a full plastic package." – Man, 39

"The manufacturer of the sandwich wants to promote their ecology. I wouldn't pay extra for it, but this beat the second plastic package." – Man, 41

"It feels easy to take along as a snack. As soon as I noticed the "Better for nature wood-based plastic" label, this sparked more interest in the packaging." – Woman, 40

