

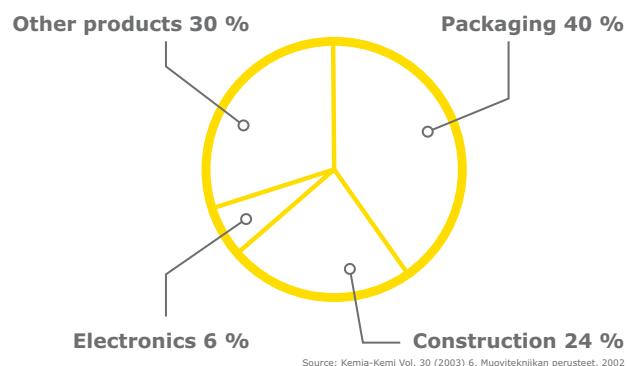
# Shampoo

## Plastics mostly used for packaging in Finland

The design of packaging involves close cooperation between experts. At first, it is necessary to define what is being done, why and for whom. Once the product concept is established, the planning and design of the visual concept can begin. The shape of the package or container is studied from the perspectives of the brand, technical execution and use, among others. The materials of the package are also chosen with care. A study of three-dimensional models leads to the finishing and production of the mould. The package is ready to be manufactured once the mould produces a piece that can pass through the production line without problems.

## Main areas of plastics use in Finland in 2002

Private households account for approximately 4 % of all plastics waste



## Blow-mould plastic bottles

Plastic shampoo bottles are made with the blow-mould technique. Pellets of plastic are melted and squeezed through a nozzle to form a tube. The hot, flexible tube is put into a two-part blowing mould in which its upper and lower parts are pressed to become airtight. The tube is blown with pressurized air against the surface of the mould. Once the plastic has cooled, the mould is opened and the piece is removed. The bottle is finished by trimming away the residue of the blowing. The shampoo bottle is made of polyethylene. The stopper is of injection-moulded polypropylene.

## Shampoo bottle designed by

Jorma Vennola, designer, of E & D Design Oy from 1981 and From 1996 by Jorma Vennola and Maija Olkkonen-Seppo, designer and Design Manager, NOIRO Oy

## Roll-on package

1990: Jorma Vennola

2002: Maija Olkkonen-Seppo

Graphic design: Pirjo Lausamo-Laine, graphic designer, Evia Oy

## The generations of a packaging design

1985: Graphic design from the outset by Pirjo Lausamo-Laine. She drew the first plant motifs by hand. At present, the images are made with computer-assisted means.

1998: The shampoo bottle was made for some time as a so-called multi-layer bottle in which some 25% of the bottle's material consisted of recycled plastic in the inner part. The recycled material was plastic waste from the bottle maker's plant.

2002: The visual appearance is defined by the brand and the company for which the product is made. The realization is influenced by the target group, the market, current trends, the properties of the packaged product, and manufacturing considerations.

2004: Various kinds of material samples and colour charts are used for defining the colours. The colours are approved by the producer of the pigments and the manufacturer of the product. The colours used within the Herbina brand are laid down within the product group's own colour code and in the so-called effective colour code for grouping the items of the product collection.

2004: The materials are chosen according to the content, form, technical properties and visual aspects of the packaging. In recent years there have been studies on how new experiences can be produced with the feel of the material. The feel of the packaging in the user's hand is important.

Several alternative ideas emerge in the design process. Three-dimensional models can be used to evaluate the functionality of a package, its availability to be produced and its visual properties.

## Packaging is part of the marketing

The history of the Herbina range of products began at the turn of the 1970s and '80s. Product development took as its starting point shampoos that would care for the hair and add to its shine and buoyancy, the working name being "Living Hair". The objective was defined as high-quality products with ecological considerations and a natural approach taken into account throughout the production process. An advertising agency was included in developing the concept for the range of products. In consumer tests, nature-related names were proposed for the products, with Herbina as the winner.

Packaging is an important aspect of the visual entity constructing the image of the brand. It should communicate and support the values of the brand. Mass advertising instils the brand into the consumer's subconscious and the products become included in the consumer's own "purchase consideration group". Up to 80 % of all purchasing decisions are made in shops, between the shelves, and products with packaging that is felt to be attractive are more readily chosen – packaging must arouse interest in the product.



Herbina is Latin for plant, herb or plant infusion. The advertisement employed elements and colours alluding to nature.

The effective substances of the Herbina products come from nature. "Natural energy for the hair" was the main sales argument for Herbina hair-care products between 2001 and 2003.

The target group consists of women aged 20-35 for whom personal beauty and the conservation of nature for future generations are important.

The market areas are Scandinavia, the Baltic region, Poland and Russia. The advertising has an international image, since Herbina products are sold in over twenty countries.