

BLUE OCEAN
CLOSURES

Consumer Appeal

FIBER-BASED CLOSURES THAT CONSUMERS CHOOSE



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A Natural Choice

Consumers respond instantly to the natural look and feel of fiber. The matte surface, solid grip and crafted appearance signal authenticity, quality and care – everything today's buyers want from modern brands.

Proof in Preference

In tests, consumers consistently choose fiber over plastic. Nearly all respondents rate the fiber closure as more sustainable, more trustworthy, and more appealing on shelf. Eye-tracking confirms it draws attention first and holds it longer.

Why Consumers Prefer Fiber

- Natural texture and tone that communicates sustainability and quality.
- Perceived as safer, cleaner, and more responsible than plastic.
- Easier sorting to increase recyclability.
- Fiber-based lids were preferred by 9 out of 10 people with reduced hand functionality.

Building Emotional Connection

When consumers hold a fiber cap, the difference is clear. The soft matte finish replaces the cold gloss of plastic. The material feels real, closer to nature and closer to the brand itself. That first impression builds trust, and trust builds loyalty.

Powered by Blue Ocean Closures

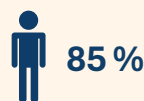
Fiber-based packaging that combines sustainability with consumer desire, designed to make brands stand out and stay trusted.



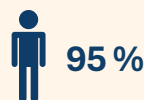
of test participants preferred the fiber closure over plastic.



9 out of 10 participants in the eye-tracking study chose the Blue Ocean Closures product as the most environmentally friendly.



said they would choose the fiber closure even when priced higher than plastic.



of consumers said they would choose a product with the fiber lid again.

