

BLUE OCEAN
CLOSURES

Retail & Shelf Impact

WHERE FIBER CAPTURES ATTENTION
– AND DRIVES PURCHASE



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Visibility That Drives Choice

In a crowded retail environment, first impressions decide.

An independent eye-tracking study showed that 9 out of 10 shoppers selected the product with a Blue Ocean Closures fiber cap as the most environmentally friendly. Further consumer tests confirmed the same pattern: 100 % preferred the fiber closure over plastic, citing its natural look and quality feel.

Trusted by Retailers and Shoppers

Retailers seek proof of sustainability that is intuitive to customers. Fiber closures provide a clear, verifiable upgrade – combining shelf impact with compliance:

- Eye-catching differentiation that strengthens visibility and ESG alignment.
- Recognized as paper packaging, supporting correct sorting and recovery.
- Proven consumer preference that builds brand trust and purchase intent.
- User-friendly by design – tested and preferred by 9 out of 10 users with reduced hand function, confirming easy grip and smooth opening.

The Retail Advantage

By combining shelf impact with verified performance, fiber closures turn sustainability into a visible sales driver. Brands adopting Blue Ocean Closures not only meet rising retailer requirements but also secure a competitive edge where purchase decisions are made.

Powered by Blue Ocean Closures

Delivering fiber-based innovation that performs in-store and beyond.

