

Packaging suitable for seniors

A representative poll of the Meyer–Hentschel Institute of 1000 persons aged 55 and up has shown the wishes of elderly customers and their requests of the packaging industry and the designers:

- 46 % want a clearer sell–by date
- 30 % more legible writing,
- 27 % not so much shiny material,
- 26 % smaller packages and
- 24 % packages which can be opened easier

Reference: Verpackungs–Rundschau 8/2002

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