

# IDEA



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CLIENT

ABB

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PROJECT /

STRATEGIC PLANNING

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TEL /

+34 968 88 67 64

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EMAIL /

hello@ideadesign.es

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AV /

Ciclista mariano rojas 76, 5ºb, 30009 Murcia

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# STRATEGIC PACKAGING DESIGN



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## OUR APPROACH

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We developed a strategic plan to help ABB increase sales in the DIY sector. We began by analyzing macro trends in the do-it-yourself market, then the developments in packaging design, point-of-sale, and logistics to ultimately gain a clear perspective on the landscape.

This allowed us to better understand current customer needs. Based on this analysis, we identified potential challenges ABB may face and provided recommendations to navigate a competitive and fast-growing sector. As with every project, we also carefully reviewed the relevant legal context.

# CONTEXT



BY BLUE BIRD VIA [PEXELS](#)

## THE HIDDEN FORCES *BEHIND THE MARKET*

### PANDEMIC PRESSURE

People started placing more importance on their surroundings after staying home during the pandemic. In 2022, the Iberian DIY market reached a figure of 7.355 billion euros, reflecting an increase of 11.4% compared to the data recorded in 2021.

Hiring professionals is a barrier for many consumers, as it can be too expensive, leading to a growing preference for DIY solutions.



BY FRANZ W. ON [PIXABAY](#)

## CONSUMERS PAY THE PRICE

The majority of consumers express a readiness to pay more for paper-based packaging over plastic. Consumers are correct to believe that paper is easier to recycle. In Europe, 82% of paper packaging is recycled, the highest recycling rate of any packaging material.

Consumers not only seek ethical products but also expect ethics and sustainability to be ingrained in the very essence of the brand.



# LUXURY VS LOWCOST



BY KAMPUS PRODUCTION ON PEXELS

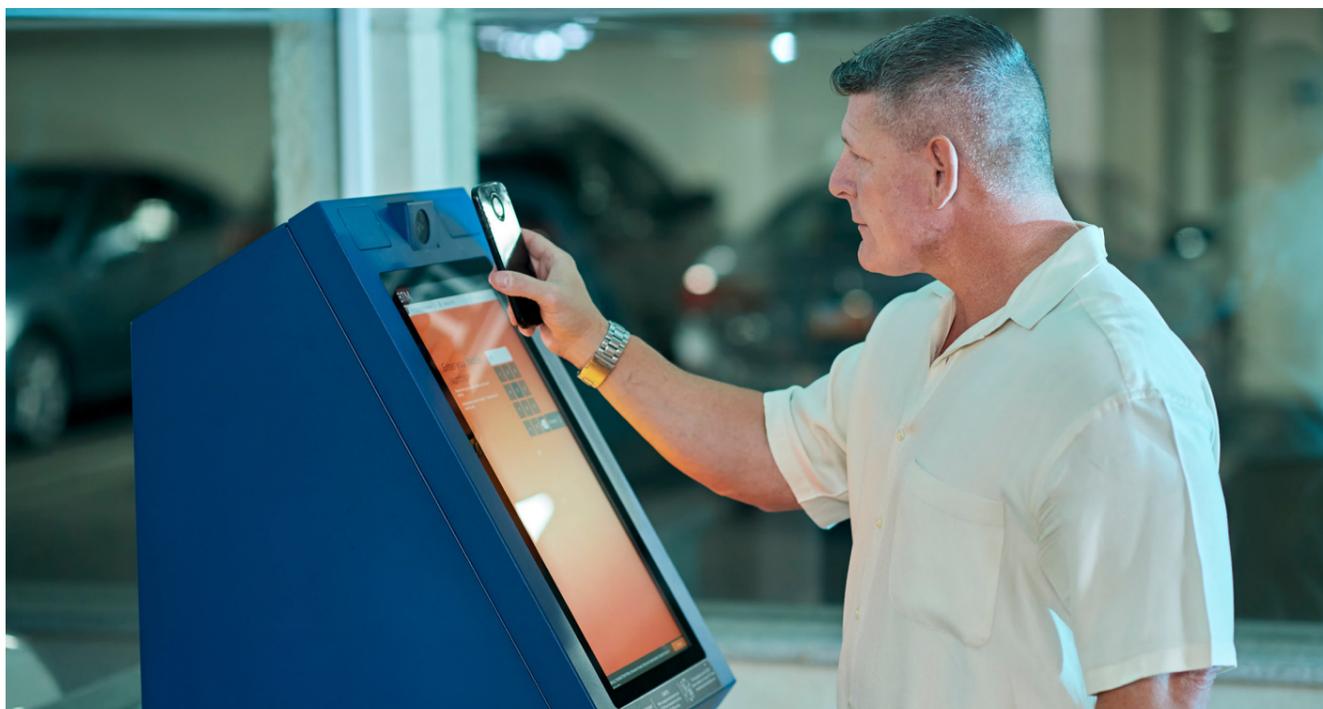


BY MINGCHE LEE ON PEXELS

Brands are currently experiencing a noticeable polarization, marking their presence at the extremes of the spectrum, either as “low cost” or in the luxury segment. This phenomenon reveals a trend where significant growth is observed in those brands that choose to position themselves clearly in one of these two poles.



GEMINI GENERATED IMAGE



BY ELISE ON [PEXELS](#)

THE PHYSICAL WORLD  
ISN'T ENOUGH  
BUT DON'T GO TOO FAR,  
*OR YOU WILL LOSE CUSTOMERS.*

Technology plays a crucial role in today's landscape. Consumers are digitally connected and more demanding, seeking reviews, comparing prices, and evaluating product quality.

Offline purchasing remains almost twice as strong as online purchases in this market. Almost 70% of people prefer to purchase offline, but 30% of them do online research rather than in-store. Finding balance between both worlds is key.



# IMPACT OF PACKAGING

Packaging is a strategic touchpoint. It protects the product, expresses brand values, and influences purchasing decisions. Market shifts driven by Covid, rising expectations for sustainable and ethical brands, and digitalization have changed how brands must differentiate themselves. Creating a memorable experience is key: it builds loyalty, strengthens differentiation, and encourages social media sharing, ultimately increasing sales.

*PACKAGING CREATES  
MEMORABLE EXPERIENCES.*

*PACKAGING MAKES  
THE CONSUMER STOP,  
LOOK AND BUY.*

022



023

STEELHEAD TOOLS ON IF DESIGN AWARDS



024



025



# POINT OF SALE & LOGISTICS

WHAT MAKES YOU DIFFERENT  
*IS WHAT MAKES YOU CHOSEN.*

The unique selling proposition (USP) is a distinctive feature or characteristic that sets a product or service apart from its competitors. It is a specific attribute that highlights the unique benefits and advantages that customers can gain by choosing a particular brand over others.

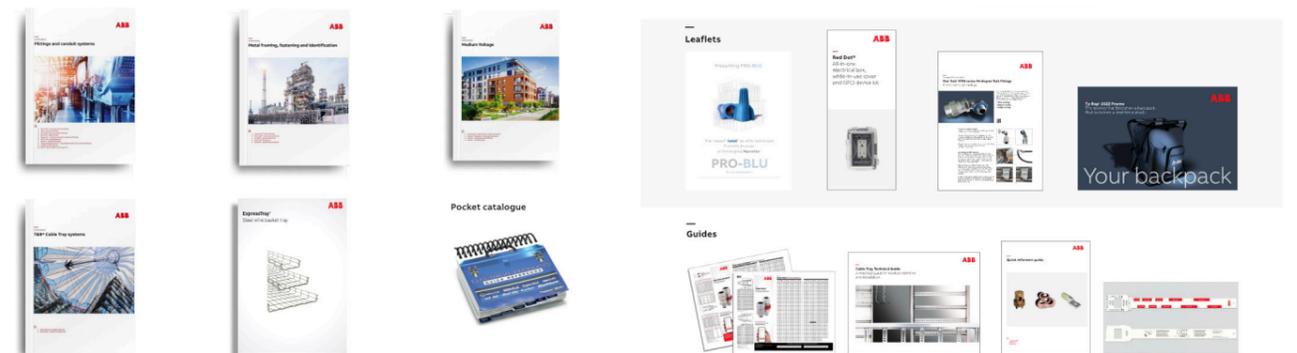
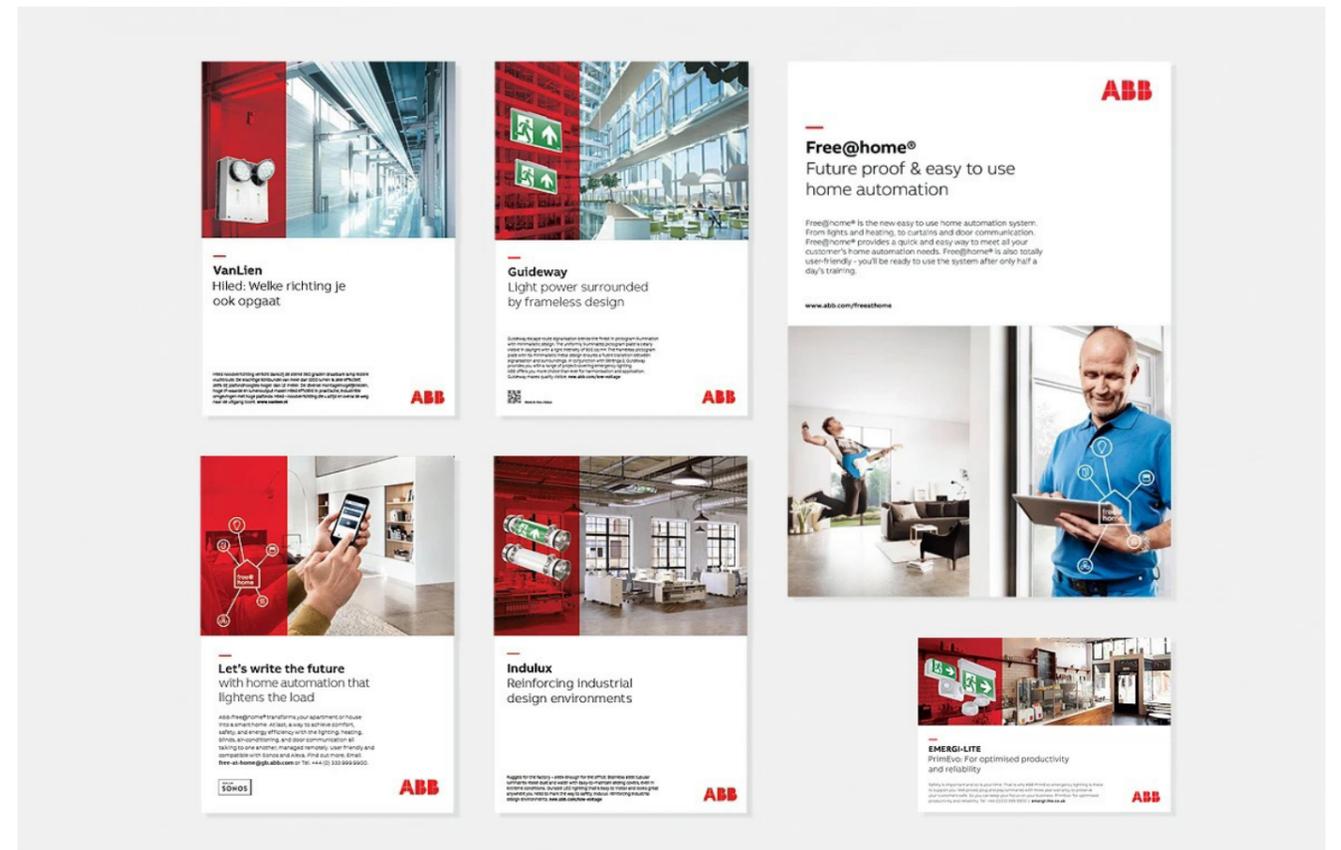
EFFICIENCY LEADS TO  
COST REDUCTION LEADS  
*TO HIGHER REVENUE*

Logistics is important in packaging design because it makes shipping more efficient and reduces costs. Considering logistics from the start simplifies handling and ensures products arrive undamaged, which prevents costly returns and protects the brand's reputation.



ABB is currently already using backlight. Displays, brand headers, and present their products in bulk and hanging out testers.

What is going to be the purpose of the different families or products? How much innovation is possible to integrate in the different POS for each family?



HOW ABB IS PRESENTING



STEELHEAD TOOLS ON IF DESIGN AWARDS

Premium packaging enhances the consumer's perception of the product and portrays quality. The final design plays a crucial role in presenting the company's values, visibility, and differentiation from ABB's offerings.

Packaging serves a crucial purpose, captivating the consumer, communicating the brand's identity, and establishing a lasting connection. Packaging design thus becomes a strategic tool to open the doors to success in the market.

There is a growing demand for packaging that is optimized for transport. This need is driven not only by the pursuit of cost reduction but also by the increasing importance of minimizing carbon footprints.

The unique selling proposition of ABB should be represented on the POS; all elements (both packaging and POS) should have coherence and communicate the values of the brand.

## PREMIUM PACKAGING EFFECT



SEASTRETCH BY RAJA NORWAY, WORLDSTAR WINNER

## SUSTAINABILITY AS THE ESSENCE

The Circular Design Metrics will enable you to drive sustainability performance through packaging by reducing waste and pollution and helping regenerate natural systems.

The POS material will not only help us communicate with our potential customer, it is an opportunity to intrinsically convey ABB's commitment to sustainability. Wood and cardboard are great choices. Reusability, recyclability, and durability.

Seaman Paper has developed a paper-based alternative to plastic film. It is called SeaStretch and is fully customizable.

# ALTERNATIVE MATERIALS

## *RECYCLED CARDBOARD*

Opting for recycled cardboard helps reduce the demand for virgin fiber and minimizes environmental impact.

## *RECYCLED PLASTIC (RPET)*

For products requiring plastic, the use of recycled plastic (such as rPET) can be a more sustainable option than virgin plastic. This material is obtained from plastic bottles and can be recycled again.

## *BIOPLASTICS*

Bioplastics are manufactured from renewable materials such as corn starch or sugarcane. They are biodegradable and compostable under specific conditions, which can be beneficial in reducing waste accumulation.

## *KRAFT PAPER*

Kraft paper is a strong and biodegradable paper type that can be a sustainable option for packaging. It can come from sustainable sources and be recycled.

## *COMPOSTABLE MATERIALS*

Some packaging is made from compostable materials that naturally decompose under composting conditions. This can be an alternative to conventional plastics for certain products.

## *BAMBOO AND PLANT-BASED MATERIALS*

Bamboo is a sustainable option due to its rapid growth and renewability. There are also other plant-based materials, such as sugarcane bagasse, that can be used for packaging.



POINT OF SALES SCHNEIDER

ABB's unique value must be clearly shown on the POS. All packaging and POS elements should be consistent and convey the brand's values. Schneider is a good example of coherence and visibility.





BY ELASTICCOMPUTEFARM ON [PIXABAY](#)

# SEAMLESS SHOPPING

The POS should help customers find and choose products, suggest add-ons, speed up purchase, and express ABB's values. Rising demand for seamless shopping and smart payments is driving IoT growth in retail.



AI GENERATED IMAGE

Technology represents an opportunity to enhance the brand experience. Users attach importance to their well-being and their time. Anything that makes their decision easier will be viewed positively.

Digitalization can be a tool for ABB to engage with online communities, share their values, and convey its commitment to social responsibility and sustainability.

ABB can guide the user to the best choice through a digital, gamified experience with the help of mixed, augmented, or virtual reality. Take advantage of the phone, a gadget customers already have.

Creating a space where the user can experience the feeling of the product can increase sales. Showing them the manufacturing process can make them feel part of it.



*Making use of digitalization  
can increasing sales.*

A virtual replica of the product can further support circularity and has two benefits. First, they help reduce costs, particularly energy costs, by enabling virtual commissioning and testing instead of relying on physical prototypes and on-site trials. Secondly, they support sustainability by minimizing material and energy waste during testing and development, since many scenarios can be simulated and optimized in a virtual environment.

Making use of AI could help with packaging optimization, calculating the most suitable sizes, layouts, and forms to minimize material use, transport requirements, and even costs.

In conclusion, making use of digitalization and including it in the point of sales and in logistics can go a long way in increasing sales.

THE END