

ActInPak

COST Action FP1405

Active and intelligent fibre-based packaging – innovation and market introduction

The perception of intelligent and active packaging innovations in Slovakia

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Identification of intelligent and active packaging aspects according to customer requirements:

Attractive requirements: concept of intelligent and active packaging

Reverse requirements: availability and awareness

	Requirements					
	M	A	O	R	I	Q
Concept of intelligent and active packaging	3,13	31,03	3,78	19,56	32,72	9,78
Availability	1,43	6,39	0,39	36,64	52,41	2,74
Awareness	1,56	6,65	0,39	44,46	38,98	7,95
Functionality	4,43	8,34	1,17	22,16	59,84	4,04
Voice performance	10,82	5,74	3,13	20,47	55,41	4,43
Attractiveness of packaging	5,87	14,34	2,74	20,34	50,20	6,52
Advertisement	1,17	9,91	0,78	33,77	49,54	4,82
Freshness indicators	0,91	15,65	0,39	22,16	25,29	35,59
Price	2,35	4,30	1,04	41,07	45,11	6,13

