



Multisensorisches Packaging: Ein Genuss für alle Sinne (German Edition)

E. Krug

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Heute ist es die Aufgabe der Verpackung, eine Marke für den potenziellen Käufer über mehrere Sinne erlebbar und damit attraktiv zu machen. (1) Die Akzeptanz von Preisauflagen bei multisensorischen Verpackungen ist relativ hoch. (2) Der Entwicklungsbedarf für Verpackung im Allgemeinen und multisensorischem Packaging im Besonderen ist noch ziemlich groß, um den hohen Anforderungen der Verbraucher in diesem Bereich gerecht zu werden. (3)

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