

Design element analysis on juice market Case study: Prigat

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Abstract: *If at the beginning package was considered simply a package that contained a product, now due to the development and modernization of the trade, it is a very valuable component of the marketing policy, being a carrier of messages to the consumer. Classic design elements that are included in any packaging refer to shape, color and graphics. The Romanian Juices Market was marked by originality and innovation in terms of packaging design elements. Thus, from 1998 until now the following have appeared: the first wide mouth square bottle, the first sport opening head PET bottle for Prigat Active, the first opening gable top box produced in our country.*

Key-words: *color, design, shape, graphics, juice*

1. Introduction

The development and modernization of the trade, and the marketing diversification intensified the concern of producers and retailers to expand pre-packaging operations. We are currently witnessing an effervescence in the design of the packaging, in which a number of talented designers seek to find new and imaginative solutions, so their design can properly respond to the main functions of product protection, rationalization and economy, but also to the aesthetic and sales promotion functions. Moreover, the diversification of the cuisine/cooking habits, the globalization of information regarding food consumption and the massive presence in media of discussions regarding food and beverage daily consumption are factors that favor the change in population's attitude (Băltescu, Boşcor, 2013, 373).

The problem of creating and producing packages is no longer exclusively for research and development of production, for new techniques and processes. It becomes more and more related to activities of storage, shipping and transport, marketing and advertising. Lately, (fără *the*) e-commerce has captured the interest of both individual and organizational consumers. E-commerce represents a new way of implementing the general rules of designing the activities, products and packages (Bărbulescu Şeitan, Gherman and Bulgărea, 2010, 309).

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Elements of social psychology, consumer desires and important informational message of the package, added in order to ensure their effective protection, public relations and advertising, ecology and last but not the least, design are the factors that determine the complexity of the design process of creating packages (Neacșu, N.A., Madar, A., 2014, 501). The aesthetic concept of the package must take into account the existence of a sensorial complex, causing a manifestation of approval or rejection of every individual's aesthetic sense, by emotional effect triggered by the act of buying and consumption. The freedom of choosing food products is based on a subjective appreciation which most depends on the attraction level of the products, on food customs and tradition and many other factors among which the nutritional ones, that have a smaller procentage (Madar, 2006, 280).

If, at first, the package was considered simply a package containing a product, it is currently a component body of the product and, in the marketing policy, it tends to become a principal carrier of messages to consumers.

2. Elements of design and aesthetics

The aesthetic concept of the package must take into account the existence of a sensorial complex, causing a manifestation of approval or rejection of every individual's aesthetic sense, of the emotional effect triggered by the act of buying and consumption (Pamfilie, Procopie, 2002,84).

The formal aspect, the visual factor, is one of the main emotion factor that the designer has to solve. Classic design elements of packaging are: shape, color and graphics. But modern packaging is more than a sum of its components. It is therefore vital, when designing packaging, to establish a scale of importance of various elements, to give each element a visual weight.

Unlike previous decades, when a relative attention was given to the graphic image of the product packaging, through modest and suggestive aesthetic qualities, up to vague suggestions, currently, in the most developed countries of the world, the picture is a true virtuosity of graphics aesthetic, but at the same time, a faithful representation of the product in question.

Currently, in terms of market globalization, packaging becomes an important communication tool with the objective of selling the same product with the same package worldwide, while taking into account language, mentality, culture and specific legal framework.

When the unique packaging of a product is more pronounced, the product will be successfully recognized, distributed and purchased by consumers. So, the brand symbol is definitely one of the most important, if not the most important, visual tool because it represents the best way of expressing personality and international approach of the product.

The form of packaging should be regarded as an aesthetic element, its design taking into consideration the following conditions: the constraints imposed by the product in terms of form, the conditions for the production and use, the quality class to which it belongs; physico-mechanical and chemical protection ability required during product flow from producer to the final consumer; (Paraian, Pascu, 2010, 95), the importance of informational and aesthetic component in forming products purchasing decision, that determined forms of packaging in which they become visible; the use, for some product groups, of modular forms of packaging which, by their great power of suggestion, are characteristic and easily spotted; shape correlation of the package with the material used for manufacturing the packaging, with the construction system, particularities of use. There is a great diversity of forms of packaging, and designers still hold many possibilities of increasing their number according to the requirements of diverse customers in terms of tastes, traditions, customs and revenue (Neacșu, 2012, 111).

It is noted, for example, the modern concern to adapt packaging shape to additional uses. Thus, the packaging of some baby food (sweets, soft drinks) can be used as toys; some cardboard or plastic packages take the form of bags used for transporting bottles or metal cans; plastic packaging for milk can then be used as cups. One might even say that enterprises subordinate form of packaging to the market policies promoted. There are companies that keep their packaging shape for years (manufacturers of alcoholic beverages, for instance) and continue to be successful on the market, but most pursue diversification as part of penetrating new markets, attracting new consumer segments.

Color is one of the most important means that designers own to transform packaging in an effective communication tool. But before deciding on the use of color, their effect and their perception mechanism must be known. The color of the packages makes a product more or less aggressive, more feminine or more masculine, cheaper or more expensive, warmer or colder. From choosing a color for its intrinsic features to those led by a carefully determined concern: to sell, which makes a significant step interfering with motivation. The color will be an item for sale, imposing the first choice to the buyer through seduction. The manufacturer felt this value and uses it increasingly more and more for its commercial purposes.

Graphics are essential in forming aesthetic image of the package. Graphics includes all photographs, drawings, slogans and symbols that contribute to the initial impact that a product (or package) has on consumers and play an important role in communicating information and impressions about the product. Modern graphics aims to create a symbolic expression.

3. Overview of Prigat product

Prigat is the brand leader in noncarbonated beverages in Israel, with a history of about 70 years, being established in 1940. Prigat was launched in Romania in 1993, being the first brand that brought the concept of non-carbonated soft drink in a market dominated at that time 90% by carbonated drinks.

In the 21 years of success on the market in Romania, Prigat constantly came up with innovations, pleasing the consumers that have positioned it in their top preferences. Prigat innovations are in the field of communication, products, packaging and last but not least, in the bottling technology and all this makes this traditional brand to always be in consumers attention.

Since PRIGAT's launch in 1993, Quadrant Amroq Beverages (QAB) has constantly invested in its brand. Focusing on innovation and originality, the company approached the building of the brand and the brand promotion with an integrated strategy, combining the implementation of the latest technologies and the development of the product portfolio with continuous improvement of the team, of its marketing and of its trade marketing.

In the 21 years of success on the Romanian market, Prigat constantly came up with innovations that led to the strengthening of its leading position. One of the innovations is the creation of a new category called still drink with pulp, the market segment covered by this category knowing the largest growth rate on the noncarbonated drinks market in Romania. Focusing on innovation and originality, Prigat has supplemented the portfolio over time with various products: Prigat Light (1998), Prigat Nectar (1999), Prigat Active (2002), Pulp Prigat (2005), Prigat Lemonade (2011).

The innovation that characterizes Prigat extends to the packagings launched over the years, all of which are firsts on the noncarbonated drinks market: the first wide mouth square bottle, the first sport opening head PET bottle for Prigat Active, the first opening gable top box produced, the launch of sleeve labels, first opening gable top produced in our country. Also in 2012, Prigat launches four flavors in Tetra Pak cardboard.

4. The analysis of the aesthetic and design elements of the Prigat juice

PRIGAT juices are packaged in different types of packaging made from various materials and have various capacities ranging from 0,33l up to 2 liters. Depending on the type of package, it has certain physico-chemical and microbiological characteristics.

Thus PRIGAT juices can be found in packages made of glass, plastics (PET) or cardboard boxes. Choosing a packaging material is made taking into account the degree of protection that it ensures for the product, transportation options, the ability to act as sales promotion and the percentage of packaging cost in the total cost of the product. Sealed cartons for liquids are the most common and currently used for packaging for a wide range of liquid food products. Laminated cardboard with

polyethylene associated with aluminum foil is used for manufacturing tetrahedral, rectangular shapes, for liquid UHT sterilized food. This system is called Tetra-Pak packaging. Glass is considered the ideal packaging material because of its characteristics and advantages it offers as a package; it is mainly used for packaging liquid or viscous products. It is widely used in the food and pharmaceutical industry, chemical product packaging, etc.

Thus Prigat juice manufacturing company uses all types of packaging used for packaging fruit juice. Natural clear juices are packaged in PET containers of different capacity 1.2L or 1.5L. Nectars are packed in two types of packaging such as: glass packaging for small capacity (0,33l) and Tetra-Pack packaging. It produces such packaging because fruit nectars require special storage conditions that clear, microbiologically stable juices don't.

Glass provides the best protection for juices. Glassware provides air tight seal. This means that undesirable external elements (such as oxygen) cannot penetrate into the product, and the flavor cannot escape from the bottle. The full retention of the taste and flavor content is thus obtained. Glass bottled juices have a high resistance to storage and the consumer can see the contents.

Packaging design features are the features that describe the packaging ie shape, color, graphics package.

The shape of the PET bottles for packaging the classic PRIGAT juices is the parallelepiped. Recently, for clear juice, which is packed in PET containers, a new cylindric form has been introduced, the form being elongated and rectangular for the Tetra-pack. Containers made of glass are smaller and have a cylindrical shape that allows an easy use and handling.

The packaging color: the PET and glass packaging are transparent, to see the product. The glass bottles in which the nectar is packaged are however covered by a plastic sheet because the product does not have a pleasant look containing fruit pulp and the liquid being thick. The Tetra-pack boxes, being white, do not allow you to see the product, and there are images of people moving that denotes the energy given by the product and also by the fruits from which the product is obtained.

Graphics package is suggestive because it presents fruits from which the juice is obtained and also exposes human figures in full swing suggesting the central attribute associated to Prigat's brand: natural energy for daily activities. The white background provides a very useful shelf differentiation tool, it reflects the premium brand positioning and natural simplicity.

A difference between nectar Prigat and the competing products is that it is also found in smaller containers than 1l, such as for example, the 0,33l glass containers. Also, the tetra-pack packaging of the Prigat has a rectangular shape, which is much easier to use than the ones of other competitors. Another important difference is that the packaging material of tetra-pack cartons used for pure Prigat is Elopak-pak. This material is of high quality and offers much better retention than other tetra-pack. Thanks to the modern methods of pasteurization, Prigat nectar can be stored up to 5 days after opening, unlike the products of other competitors, which have to be consumed within 48 hours of opening, this taking place when stored in a refrigerator.

5. Conclusions and suggestions

The Romanian juices market has recorded a strong growth in recent years. Quadrant Amroq Beverages, the company that makes Prigat Nectar, says that both periodic market research on consumers and statistics show that in Romania there is a changing of consumption habits in the whole food market and a trend towards a "healthy life, calorie-free and non-carbonated products".

Companies producing and importing soft drinks are always attentive to market trends and to the changing preferences of the consumer. Consumers are starting to prefer foods and drinks that do not harm the body functions and bring more nutrients (vitamins, minerals, proteins). New trends encourage natural beverages with a low sugar content.

In the case of Prigat, the product has relied on the fact that they were the first in Romania on the noncarbonated juice market and also on the quality of the product, which contains no preservatives and is made by a special method of pasteurization - hot filling. In terms of Prigat product design packaging, there were noticed over time through innovation and originality.

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