



Research Conclusions:

- *Expected purchase channels are mass retailers like Target and Wal-Mart or online via Amazon.*
- *Optimal purchase price for a single unit ranges from \$3.19—\$5.45 (average of \$4.29 per unit).*
- *Four of five people prefer to purchase the product at a mass retailer.*
- *Participants thought it was useful, helpful, practical, and would save them money.*
- *Participants requested multiple sizes, colors for the home.*
- *Most respondents said it would improve recycling habits.*

Market Research Conducted By:
VOCCii

A Product From:
C. L. HackleyWorks LLC™