

ARTHRITIS  
NEW ZEALAND  
ENABLING A BETTER QUALITY OF LIFE  
KAIPONAPONA AOTEAROA  
*Te whakapiki i te kounga ora*

Arthritis  
AUSTRALIA



# Ease of Use Programme



# Is your business doing what's best for your customers?

## Have you ever become frustrated because a product or packaging was not easy to open?

Imagine the difficulty and frustration of this task if you were in ill health. Over half a million New Zealanders (one in three over the age of 45)\* are living with arthritis – the world's leading cause of pain and disability. 2.25 million New Zealanders\*\* have one or more long term medical conditions which affect their ability to use products to varying degrees.

Many are understandably frustrated with the lack of user-friendly products and packaging on the market. Whatever business you are in, this group represents the majority of your existing and potential customer base. Marketers need to ensure their products and packaging stand out from the crowd and are easy to use.

*\*Source: Access Economics Economic Cost of Arthritis in New Zealand Report 2005*

*\*\*Source: Ministry of Health; a Portrait of Health 2007*



## About this programme

Arthritis New Zealand is establishing the Ease-of-Use (EOU) trademark programme in New Zealand to recognise companies that

**design user-friendly products and packaging. We are collaborating with Arthritis Australia to implement the programme on both sides of the Tasman.**

The programme was originally created by the Arthritis Foundation in the United States and its success has led to rapid expansion to Canada and now Australia and New Zealand. The EOU trademark has become a way for all people to identify user-friendly products. Today's consumers demand a higher standard of functionality, safety and convenience regardless of their age or health.

Recognition comes in the form of an EOU trademark that gives consumers the ability to make product choices quickly and easily. Once earned, the EOU trademark quality assures customers that you are putting their needs first. Manufacturers who earn the EOU trademark gain a powerful business tool that differentiates their products from the competition. There are now over 80 products in the USA programme including brands such as Braun, Bayer, Fiskars, Duracell and Whirlpool. Get the edge on your competition in New Zealand by determining if your products have what it takes to earn the EOU trademark.

The EOU trademark works for both consumers and manufacturers because it taps into a basic need, a simple way to identify products and packaging that are user-friendly.

## How big is the market for the Ease of Use trademark?

### New Zealand (population 4 million)

- Half a million New Zealanders have arthritis, expected to grow to over 700,000 by 2020\*
- 2.25 million or 67% of the total adult population reported that they had one or more long-term medical conditions\*\*
- 4 million New Zealanders, all of whom would appreciate products that are more easy to use.

*\*Source: Access Economics Economic Cost of Arthritis in New Zealand Report 2005*

*\*\*Source: Ministry of Health; a Portrait of Health 2007*

### Australia (population 21 million)

- 2.4 million or 62% of the 1 in 5 Australians living with arthritis are of working age
- 3.8 million or nearly one in five Australians have arthritis, expected to grow to 7 million by 2050\*
- 6.4 million or nearly 1 in 3 Australians are living with arthritis or a disability<sup>∞</sup>
- 7.3 million or 1 in 3 Australians will be aged 50+ by 2011, expected to grow to 14 million by 2050<sup>^</sup>

*\* Source: Access Economics, Painful Realities Report 2007*

*^Source: Australian Bureau of Statistics, Population Projections 2004-2101*

*∞Source: Australian Bureau of Statistics, National Health Survey 2004-2005 & Disability, Ageing & Carer's Report 2004*



## Is your product right for EOU?

Any product that has user-friendly design or packaging may qualify for the Ease of Use trademark. This covers almost everything from food to household, garden, and sporting goods. Listed below are the current product categories:

Appliances, diabetes supplies, exercise equipment, grooming, health aids, home & garden, home furnishings, kitchen products, mobility aids, office products, orthopaedic devices, sporting goods, therapeutic pain relief.



## Earning the EOU trademark



Manufacturers new to the programme begin by submitting their product or packaging to Arthritis New Zealand for a 3 stage expert evaluation.

If applying for the Trans-Tasman trademark the product or packaging must also be submitted to Arthritis Australia.

- 1.** The product or packaging goes through a rigorous testing process in the world class testing laboratory at Georgia Tech Research Institute (GTRI) in Atlanta, Georgia (USA). Scientists experienced in the design and evaluation of products conduct a battery of tests based on every manner in which someone might use the product or packaging.
- 2.** A team of testers who have arthritis, the world's leading cause of pain and disability, use and evaluate the product or packaging based on a prescribed series of tests relevant to the products intended use and under the supervision of GTRI. Manufacturers receive a comprehensive report which offers as an additional benefit, recommendations for design improvements.
- 3.** If the product or packaging passes the GTRI testing phase, it is then submitted to an Arthritis New Zealand panel for final approval. To qualify for the Trans-Tasman EOU trademark the product or packing must also be submitted to the Arthritis Australia panel for approval.

If successful, manufacturers enter into a three year agreement with an annual licence fee. The licence fee covers up to five similar products providing each has passed the 3 stage evaluation. The licence fee will be used by Arthritis New Zealand and/or Arthritis Australia to promote EOU products and provide support and information to people with arthritis. There are strict promotional guidelines for the EOU trademark and random audits to ensure that the international standard EOU is maintained.

*Note: Australia, New Zealand, USA and Canada share the same world class testing facility at GTRI. A product or packaging has to be evaluated only once for the applicant to apply for a licence in each market.*

## “Fair Go knows that many consumers are frustrated by a product or packaging that is difficult to use – because they’ve told us.

This year we've featured several complaints from viewers struggling to open anything from a packet of raisins or cereal, to the plastic casing for a new electric toothbrush. And this isn't just a problem for consumers – it should be of concern too, for manufacturers. We suspect that if it's that hard to get into a packet – consumers might actually stop buying the products.

We all know the population is ageing – but it's not just the elderly who struggle to open a package or use products.

Currently more than 500,000 New Zealanders have arthritis and this number is expected to grow to over 700,000 by 2020.

Fair Go supports the new Ease of Use programme – we feel it will be of great benefit to all New Zealand consumers.”

Fair Go, TVNZ

## Leverage your products with the EOU trademark

- Enhance brand equity; help to increase sales while providing benefits to a great cause
- Arthritis New Zealand's EOU trademark offers a high level of product differentiation
- Arthritis New Zealand represents the half a million people in New Zealand living with arthritis
- Association with a charity lends credibility to corporate marketing campaigns
- 71% of New Zealanders state that supporting a charity influences their purchase of products and services\*

\*Source: AC Neilson April 2004 Social Responsibility Marketing 'Good is Gold'



“In 40 years the general population will increase by a quarter, while the over 65's would increase by 150 per cent and over 85's will quadruple. The cost of that burden to future governments would be a critical liability...”

*John Whitehead, Treasury Secretary*

## Learn more!

To learn more about achieving the EOU Certification for your business, contact:



Rob Mitchell at  
Arthritis New Zealand  
on +64 4 472 1427 or email  
[eous@arthritis.org.nz](mailto:eous@arthritis.org.nz)

Arthritis New Zealand  
Kaiponapona Aotearoa  
National Office  
PO Box 10 020, Wellington 6143, NZ

Phone +64 4 472 1427  
[www.arthritis.org.nz](http://www.arthritis.org.nz)



Fergal Barry at  
Arthritis Australia  
on +61 2 9552 6085 or email  
[eous@arthritisaustralia.com.au](mailto:eous@arthritisaustralia.com.au)

Arthritis Australia  
GPO Box 121  
Sydney NSW 2001  
Australia

Phone +61 2 9552 6085  
[www.arthritisaustralia.com.au](http://www.arthritisaustralia.com.au)



## Value of participation

Arthritis New Zealand, and Arthritis Australia for the Trans-Tasman trademark, will use every available resource via their national and international networks to promote the Ease of Use programme and the EOU trademark products and packaging, including:

- To the media via interviews, articles and press releases
- To those living with arthritis and/or a disability as well as to the general public
- Through the national network of Arthritis New Zealand Service Centres
- On the Arthritis New Zealand website, and the Arthritis Australia website for the Trans-Tasman trademark
- EOU section that includes product profile with a link to your website and details of where the product can be purchased.

## Participants will be able to:

- Display the EOU trademark on their packaging, related advertising, promotional, point-of-sale materials and website
- Participate in various collaborative marketing initiatives with Arthritis New Zealand, Arthritis Australia and/or other EOU participants
- Receive additional benefits as the programme expands.

Arthritis New Zealand will provide these benefits as a minimum but will work with each participant to explore innovative ways on how their product or packaging can be promoted.