

The Beauty of a Brand Lies in the Eye of the Consumer

Where shelf impact comes to fruition and pushes the purchase decision

The most diverse range of packaging and labeling formats can be found among food, beverage, household and personal care products. From glass to plastic, bottle to tube, refrigerator to freezer, brand managers, packaging designers and packaging engineers continually face the ongoing challenge of trying to influence consumers by differentiating their products.

Whether it's a private label or a national brand, seconds is all the time consumers will spend at the shelf deciding what product to buy. So what influences them the most? Increasingly, it's brand recognition generated by innovative labeling and packaging. These two elements are the primary differentiators for in-store purchasing decisions.

In this environment, pressure-sensitive has the versatility to work equally well across the full mix of packaging platforms and product markets. Whether it's the shower, stove, microwave, frosty cooler or ice barrel, no matter where products are used or sold, there's a pressure-sensitive material option available to help differentiate.

The beauty of a brand

An estimated 75-80 percent of all purchasing decisions are made at the store shelf. And since consumers only spend seconds determining which brand to buy, how a product is labeled is a key driver behind the purchase decision. Pressure-sensitive technology offers the kind of visual impact and overall versatility to deliver dynamic label shapes or a “no label” look from nearly invisible edge lines.

The design attributes of pressure-sensitive labels are due in large measure to the virtually unlimited choice of available substrates, including films, papers, metalized papers, foils and holographic films. Also of significant importance is the ability to deploy a full range of printing techniques like metallic inks, bronzing, embossing, combined with hot and cold foiling, and sub-surface printing. These capabilities are important attributes of pressure-sensitive labeling and allow consumer product goods companies to differentiate their products on the shelf.

Unlike other label technologies, pressure-sensitive labels apply equally well to different types of packages, which opens creative possibilities for innovative, new mediums for food, beverage, household and personal care products.

On-pack and top of mind

Pressure-sensitive labels are ideally suited for capitalizing on new packaging trends, and they are an equally effective medium for eye-catching on-product promotions. From coupons and “buy one, get one” deals, to rebates and regional offers, pressure-sensitive labeling gives brand managers cost-effective flexibility for targeted product promotions.

Due to the ease of application, different shapes, sizes and designs of pressure-sensitive labels can be applied with minimal changeover costs. This enables promotional labels, regionalization, seasonal specials and themed campaigns at lower costs. Coupled with this, security elements like tamper-proof labels, and item-level tracking through RFID labels can be cost-effectively implemented.



Gaining functional benefits

When a package reflects lifestyle changes and unmet needs—such as aging households, population diversity, wellness initiatives, green movements, etc.—both consumer and brand owners are satisfied. Functionality can add value to a package and pressure-sensitive technology can meet those evolving needs with features like:

- **Extended content labels (ECL)**

Designed to provide ample space for user directions, ingredient lists, multiple languages, regulatory information, etc., a pressure-sensitive ECL displays all the information about a product, on the product, without destroying the visual appeal of the package.

- **Reclosure labels**

Re-sealable pressure-sensitive labels can help retain product freshness and moisture, plus add to a product's brand equity. Ideal for dry goods and snack foods, as well as household and personal care wipes.

- **Ice bucket applications**

A variety of pressure-sensitive label stocks are available that can maintain brand imagery from the ambient store shelf to cold refrigerator temperatures, and even deliver water resistance when placed in an ice bucket.

- **Full-squeeze labels**

Squeezable packaging relies on the ability of the pressure-sensitive label to flex with the package while maintaining its integrity. These pressure-sensitive labels deliver the ultimate combination of aesthetics, application functionality and on-package performance.

- **Tamper-evident labels**

Pressure-sensitive tamper-evident labeling and authenticity packaging can validate and detect product altering whether it's for packaging food products, prescription drugs, over-the-counter medications or electronic devices. Build in features such as fluorescent fibers, infrared taggants, chemical-reactive papers, holographic devices or custom watermarks that offer a range of protection to ensure product authenticity and prevent loss.

- **Removable/repositionable labels**

Most decorating technologies can't compete with removable pressure-sensitive products that allow a user to remove or reposition a label without leaving an adhesive residue. Removable labels can easily conform to curved surfaces and are ideal for price changes, reusable shipping containers, inventory shelving, work-in-process applications or any other applications where items are subjected to repeat labeling.

- **Reverse printing capabilities**

Typically viewed when bottling a clear liquid in a clear container, a pressure-sensitive reverse printed back label can create a stunning 3D diffraction effect when using a clear adhesive front label.



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Application case study

Kraft Salad Dressing

Using the package as a point of differentiation, in 2007 Kraft Foods created a unique bottle shape with a clear, “no look” label for greater product visibility for its line of salad dressings. While Kraft knew it had to strengthen the uniqueness of the brand perception, it also had to reduce packaging costs.

Consumer research by Perception Research showed a 3-to-1 preference for the new clear pressure-sensitive label vs. the glue-applied label for the Kraft salad dressings. The main driver was the ability of the clear label to promote a fresh, new, premium look vs. the old glue-applied paper label. The pressure-sensitive label stock was from Avery Dennison, Fasson Roll North America.

Conclusion

With the majority of all purchase decisions being made at the store shelf, labeling and packaging are the primary forces in establishing product differentiation. The strong shelf appeal, combined with the modern “no label” look and positive associations, pressure-sensitive labels offer CPG brand managers and marketers a premium, differentiated look that can grab the attention of consumers and motivate them to buy.

Today, CPG companies are engaging with Avery Dennison, Fasson Roll Materials for their technical and material resources, and industry-leading, hands-on decoration expertise. As an innovative consultant, Avery Dennison helps CPG companies understand the value pressure-sensitive labels deliver to their brands and overall packaging operation. The Roll Materials group and portfolio of Fasson® brand products is a trusted source for decoration transfer and labeling technology solutions.

For more information, please contact brandteam@averydennison.com.



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