

Avery Dennison says every product needs a beautiful face

Consumers are spending more on looking and feeling beautiful, a trend that has strongly influenced the market and initiated a host of new products.

To stand out in the cosmetic market the various hair care, toiletries, face and body care products must have high shelf-appeal. For example, hair products require an image that is fresh and innovative and body care products need to look young and attractive.

Sanjeev Patwardhan, Avery Dennison's premium packaging & specialty products market manager says regardless of advertising, the product claim must be communicated through the packaging.

"Once it ends up in the trolley, the first hurdle has been passed. The second hurdle comes when the consumer opens the package. If it matches his expectations there are good chances that it will be bought again," says Patwardhan.

For many years, the fact that packaging and advertising are an important combination was neglected, he adds.

"For products that have been advertised, the packaging plays quite a significant role as it allows the consumer to recognise the product."

Looks are everything

Premium packaging is an important way to promote the right feel as well as underline quality and innovation, says Patwardhan.

"In addition, packaging is a way to target growing segments within the health and beauty sector such as men, children and price-sensitive customers, all of whom require different kinds of pack appeal.

"All these factors mean that different sizes and shapes of containers are in the market along with more variety in the designs of printed labels due to the number of variants offered under the same brand umbrella."

Patwardhan explains self-adhesive film labelling is

an excellent solution for package decoration as its benefits go beyond the obvious functional properties, such as clarity, conformability, squeeze-ability and water-resistance, yielding greater flexibility to create high shelf appeal.


"Self-adhesive film labels support innovation, differentiation and branding in the best possible way, especially when there are a variety of pack sizes and variants," he says.

Avery Dennison's Fasson range of self-adhesive label films delivers high quality end results that create the shelf appeal – "the look" – at point of sale, according to Patwardhan.

Cost-effective beauty

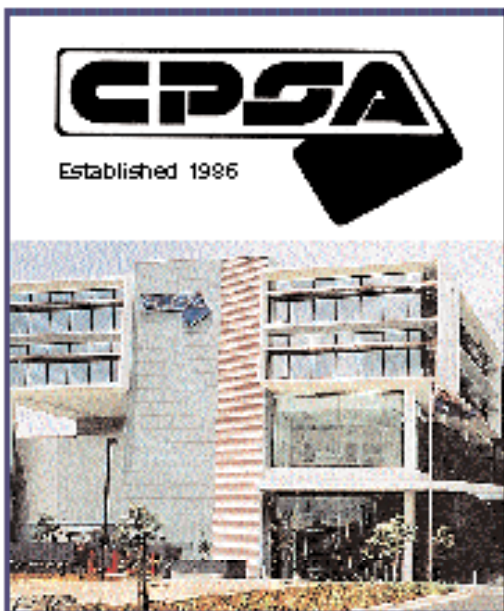
Patwardhan attributes a general decrease in product life cycles to consumers' insatiable demand for something new. Hence, production line flexibility, fast production and 'just in time delivery' are crucial to maintaining cost-effectiveness.

"Self-adhesive labelling has proven to be the most flexible solution to package decoration. Where different designs and sizes are required, self-adhesive labelling gives greater flexibility and ease versus competing technologies such as in-mould, wet glue, shrink sleeves and direct printing. It is also invaluable on packaging and labelling lines for multi-variant products where label rolls need to be changed quickly and easily."

For more information contact Sanjeev Patwardhan at Avery Dennison on (03) 8325 8343 or sanjeev.patwardhan@ap.averydennison.com. 



Avery Dennison's Primax and Fasclear conformable self-adhesive films offer a cost-effective way to stand out from the crowd.



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