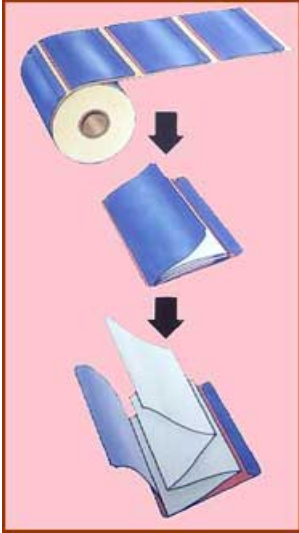


Don't let the process put you off

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There are many reasons to use Fix-a-Form® Extended Text Labels, just some of which include growing brand awareness through enhanced visual product appeal, increasing space for text and design, educating or providing essential product information, and for competitions and added-value information, such as recipes or cross-promotional marketing.



There's no doubt that as Fix-a-Form® Extended Text Labels increasingly become part of products' primary labelling and, as such, their packaging, that this form of labelling should be a top consideration on a product's bill of materials.

Research undertaken by the POPAI (Point of Purchase Advertising International) reveals that as many as 70% of purchasing decisions are made in store, and that 68% of purchases are impulse driven. Based on these statistics, can brands afford not to do everything possible to capture these impulse shoppers' attention?

While the concept of Fix-a-Form® Extended Text Labels is simple - combine a label with multi-page leaflet to achieve extra space to solve packaging challenges and simplify inventories - many brand owners are put off by the thought of designing these labels.

Whether developing a promotional or informational Fix-a-Form® Extended Text Labels, the professional team at Pyrotec PackMedia, a leading privately owned South African company that specialises in providing innovative and top-quality product identification solutions, is on hand to walk customers through the process.

"With our help and expertise, designing the perfect Fix-a-Form® Extended Text Label for your product is not complicated," assures Timothy Beattie, Pyrotec PackMedia's General Manager. "We offer a complete concept-to-application service that is cost-effective, practical and offers innovative packaging results that enhance the visual appeal of products on shelf."

Determining the best application for maximum impact is something that the team at Pyrotec PackMedia knows a lot about. "We're able to assist customers with their label design, as well as with the choice of label for the required application. We assist with ideas in terms of size and shape in line with our customers' product requirements, and provide work maps to simplify the process," Timothy confirms.

Fix-a-Form® Extended Text Labels offer abundant flexibility. They can be used on any container, regardless of size or shape, and are suitable for any substrate. Added to this, they offer many benefits that include the ability to provide clear, legible on-pack guidelines for correct product use, the space to translate text into many languages to extend user reach, separate leaflets can be eliminated, and packaging waste minimised.

Tips when considering a Fix-a-Form® Extended Text Label to maximise promotions and product information include:

- Ensure that the design marries well with the product.
- Consider the shape of the label for production to avoid waste.
- Avoid shapes and sizes that result in text being too small to read.



- Determine how the leaflet label will be adhered to the product - should the label prevent in-store opening, does the base label need to be permanent or removable, will the label be applied automatically or by hand, or will the label need to withstand cold or wet conditions?
- Does the label need to be referred to repeatedly? If so, resealable or booklet labels are a good option.

While these considerations may seem daunting, Pyrotec PackMedia's experts in this field take the stress out of the process with their wealth of knowledge and experience in assisting customers to find the perfect fit for their promotional and informational requirements.

"Used skilfully, on-pack promotions can yield phenomenal results for brands by doing what most communication mediums cannot - drive purchase in store. With over 70% of purchasing decisions made in store, brand owners and marketers need to re-allocate their marketing budgets towards below-the-line advertising and include in-store promotions and information into their marketing arsenal. With Pyrotec's help, Fix-a-Form® Extended Text Labels are a simple and effective way to achieve this," Timothy concludes.



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