

Herbex runs successful competition with Pyrotec PackMedia and Fix-a-Form

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Herbex, a prominent health products manufacturer, recently ran a promotion offering customers a chance to win R75,000 cash as well as other instant prizes.



Any customer who had purchased Herbex products to the value of R200 qualified for entry into this competition. It made strategic sense, therefore, to advertise the competition at the point of purchase - and an on-pack communication device provided the ideal solution.

Herbex's advertising agency, New Group Create, selected Pyrotec PackMedia to produce an on-pack device that could carry all the necessary competition details on the limited packaging space available. The ideal solution for Herbex was a Fix-a-Form® Booklet-Label that fitted securely onto their packaging and communicated all the required information, in a legible format, on one label.

Herbex and New Group Create chose to use a round resealable Fix-a-Form® Booklet-Label. This allowed for consumers to access the information on the inside of the label and seal it again without damaging the label artwork in any way.

Our clients were very pleased with the result, which met business objectives and captivated the attention of shoppers in-store - providing them with clear, easy-to-access information about how to take advantage of this fantastic promotion.

The Pyrotec PackMedia team is proud to have delivered this Fix-a-Form® Booklet-Label to specifications and on deadline, despite having to accommodate this project with a very tight lead time.

[Contact](#) us today if you would like to see the same results for your business.

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Pyrotec



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