

# Case study: Lactel Romania offers peace of mind with Fix-a-Form

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Most parents prefer to make an informed decision when selecting nutrition for their children. One company that understands the needs of this target market very well is Lactel Romania, part of the global Lactalis network.

Lactel Romania sells a selection of infant formula products including the Eveil Bib range. Aimed at infants aged 0 to 3 months, Eveil Bib products offer pre-mixed formula milk in ready-to-use bottles that come complete with carefully sealed pre-sterilised teats.

This is a convenient solution for parents with busy lifestyles or families on the go – ensuring little ones get their much-needed nutrition on time.

In order to provide parents with complete peace of mind, Lactel Romania wanted to expand the amount of information communicated on their Eveil Bib product packaging. Their objective was to highlight the nutritional value of each product and also to provide clear and comprehensive user instructions.



Lactel Romania briefed Fix-a-Form® licensee Inovalabel Romania to create a six-page concertina style booklet-label. This has been applied to the neck of each bottle without obscuring the branding. Like all Fix-a-Form® solutions, this on-pack device is highly durable and remains securely attached to the packaging throughout the supply chain. However, should the consumer wish to remove the device at any time, he or she can easily do so without affecting the integrity of the label or product.

This innovative communication solution from Fix-a-Form® serves to educate shoppers about the many benefits of the Eveil Bib range at the point of purchase. Parents are thus armed with all the information they need when choosing the best formula product for their children.

If you are considering a similar solution for your brand, contact local Fix-a-Form® licensee Pyrotec PackMedia today. We have an extensive range of on-pack promotional and informational labelling solutions for every industry.

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