

Fix-a-Form case study: Multi-lingual label creates economies of scale

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Fuel Set™ FCC, a fuel conditioner manufactured in Australia, has been successfully brought on-stream in 14 countries across the European Union and Eastern Europe.



Liquid Engineering is the sole European importer of the complete fuel conditioner. In order to address several challenges that they were experiencing, the firm wanted one product label that could work across all European markets. To overcome the language barrier, this called for an on-pack solution that could carry all the necessary product information in multiple languages on one label.

Liquid Engineering partnered with local Fix-a-Form® licensee Denny Bros, who provided a Fix-a-Form® booklet label that contained information in 14 different languages. This innovative on-pack informational device multiplies the space available for communication several times over while remaining neat, user friendly and easily legible.

A spokesperson for the company commented:

“We were managing stock levels for six container sizes of Fuel Set FCC with labels in 10 languages and this became an onerous and costly task. In addition, some of our customers sell across borders and prefer to stock one unit capable of serving all their markets. Our solution was to move to just one label to serve the whole of Europe. A new multi-lingual label with 14 languages has already proved to be worth its weight in gold. No more rushing to label products for Spain, or finding enough Swedish stock to fulfill their order. Now the stock is flexible and can be pulled off the shelf to deliver any order for any country in record time. This move has been financially beneficial, creating economies of scale in areas of administration, label production, bottle-filling, packaging and warehousing.” ”

The Fuel Set™ FCC Fix-a-Form® booklet label is 16 pages in a concertina style, which was die cut and applied using automatic label application equipment directly onto the products.

Your local licensee

Pyrotec PackMedia is proud to be the exclusive Fix-a-Form® licensee in southern Africa, specialising in developing, manufacturing, and supplying booklet labels which enable our customers to increase product awareness, share more of their brand stories, and boost sales.

[Contact](#) Pyrotec PackMedia today if you would like to find out more about Fix-a-Form® and what this innovative on-pack labelling solution could do for your business.

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