

Booklet labels market set for rapid growth

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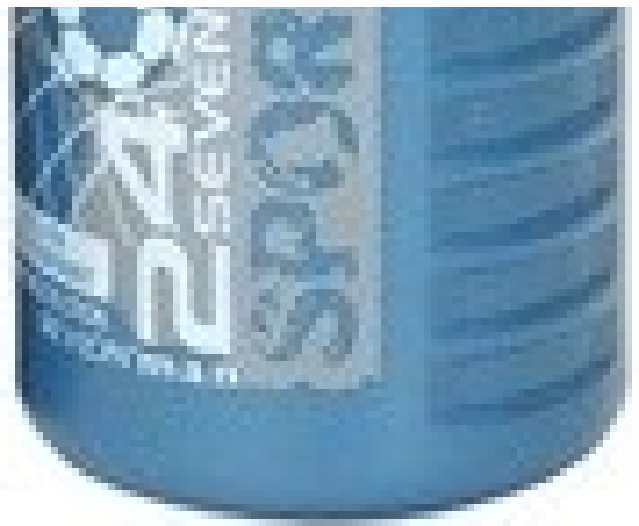
According to Future Market Insights, the global booklet labels market is set for rapid growth. North America is leading the race, followed by the Asia Pacific region, but in the Middle East and Africa growth remains sluggish.





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With consumers wanting to know every detail about the products they purchase and manufactures needing to comply with vast amounts of legal information required on pack without hindering their packaging's visual appeal, what better way to achieve all these objectives than with a booklet label?

One of the biggest factors driving the global growth of booklet labels is cultural diversity. Including multilingual information on pack is a headache from a space perspective but a booklet label vastly extends a label's on-pack real estate and reduces printing requirements.

In South Africa, with our rich cultural diversity and multilingual requirements, the biggest factor hampering the growth of booklet labels is their initial higher cost. But the savings and benefits should not be undermined.

Fix-a-Form® booklet labels from Pyrotec PackMedia solve a multitude of packaging challenges:

Legal compliance: Font sizes on Fix-a-Form® booklet labels can be increased and contrasting colours can be utilised for better legibility without having any impact on legal requirements, the packaging's visual appeal, design elements, or the product's branding. They offer an opportunity to optimise compliance, build brand relationships, and increase sales by providing trusted communication that is of value to consumers.

Unlimited space: The booklet label system can be adapted to suit any product or container and occupies the same space of a standard self-adhesive label. For brand owners, this offers a distinct advantage where space is at a premium.

Increased visual appeal: Fix-a-Form® booklet labels provide an opportunity to increase a pack's visual appeal and cost savings, and simultaneously reduce waste. Because Fix-a-Form® booklet labels remain attached to a product throughout the value chain, they may also eliminate secondary packaging needed to convey required product information.

Brand awareness: Fix-a-Form® booklet labels increase brand awareness with their enhanced graphics and ability to communicate, educate, inform and appeal to discerning consumers in several languages simultaneously. They also provide opportunities for value adds, such as recipes, inserts, coupons, collectables (stickers and tattoos, for example) and cross-promotions, all of which add to a brand's ability to communicate and attract shoppers.

Uninterrupted production: Fix-a-Form® booklet labels are supplied on-reel for automatic application on standard labelling machinery. This means that there are no additional application costs and production lines continue to run uninterrupted.

While they may seem more expensive, Fix-a-Form® booklet labels ensure compliance, cost savings, increased visual appeal and the space to provide consumers with the information they want in their own language. These factors can all be used to a brand's advantage.

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