

The balancing act of packaging design and product information

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Unlike the seasonal fashion designs for clothing, packaging design trends seem to stick around for some time. However, as we rapidly approach the end of 2018, there are some that are no longer finding traction on retail shelves.



Clutter is out, simplicity is in

Overcluttered packaging is now making way for simpler, cleaner front label designs. Consumers are demanding more information from brand owners but, with the short attention span of much of society, they want it instantly.

Small typography is out; bigger bolder fonts are in

Again, consumers' shrinking attention spans and retail shelves packed to the brim with competing products means packaging labels must grab consumers' attention and demand engagement quickly.

Traditional packaging is on the way out; standout, experimental packaging is in

With taste buds expanding to include global cuisines and foreign ingredients becoming more accessible to home cooks, innovative shapes and materials are finding their place for showcasing the ingenuity and thoughtfulness your product brings

to market.

Over or wasteful packaging is out, sustainability is in

Consumers are increasingly more eco-conscious, and especially the younger generations of shoppers. They not only demand to know a product's chain of custody but also won't support unethical and overpackaged products. Lightweighting packaging and sustainable materials are beginning to make their presence felt in a bigger way.

Pastel are in, hyper-stimulating and explosive colours and designs are out

The overstimulating, explosive colours and designs we've come to expect are being replaced at centre stage by calmer, softer designs in lighter saturations. Pastels are more feminine and speak to our softer side, offering a warmer greeting from retail shelves.

Balancing design and product information

Big fonts, alluring designs, lighter and simpler packaging all sound appealing to marketing managers, but will no doubt pose a problem for the company's legal, procurement and production teams.

While clear, simple label designs may help products to stand out on shelf, they leave limited space for more detailed and legal on-pack information. This is where the extra space afforded by Fix-a-Form® booklet label from Pyrotec PackMedia is an asset for supporting your brand.

Fix-a-Form® booklet labels are a cost-effective way to make better use of a product's available labelling space. They occupy the same footprint as a conventional label while providing up to 36 pages of extra space. Labels can be tailored to suit the size, shape, construction and design of the product's packaging, and come with the option of various innovative features.

When it comes to reducing packaging, a Fix-a-Form® booklet label can often replace a carton and informational leaflet, making them an economical and practical alternative to overpackaged formats. They also offer the benefit of remaining with the product throughout its life.

Fix-a-Form® booklet labels also provide more information for consumers, such as clear usage instructions or handy tips, information on other products within a range, they support marketing initiatives such as competitions and promotions, or can offer a backstory that communicates the values of your brand.

Find out how Pyrotec PackMedia can help you stay abreast of packaging trends while building brand loyalty and adhering to legal requirement, visit [Pyrotec PackMedia](#) today.

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