

Case study: Sunny Raisin on-pack promotion

Issued by [Pyrotec](#)

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As the UK's leading supplier of dried fruit and seeds, Whitworths chose Fix-a-Form® promotional peel-and-reveal labels from Denny Bros for its on-pack £1 off-next-purchase cross-promotion.



A campaign run of 200,000 hand-applied over-laminated Fix-a-Form® peel-and-reveal labels were applied at a jaunty angle to multipacks of lunchbox-size raisins. The eye-catching parallel folded leaflet contains a £1 off voucher (no internal perforation) for purchases of multipack nuts to promote the other side of their product range.

The inside of the label emphasises the nutritional benefits of nuts in a colourful and child-friendly way.

This 12-page, 45mm x 45mm leaflet comprises a 90g/m² art paper, a Ritrama gloss base label, and is laminated with 60µm matt polypropylene to enhance its overall appearance. The die-cut label ensures it's resealable.

Fix-a-Form® peel-and-reveal booklet labels 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 and construction of the product's packaging, and come with the option of various innovative features.

Peel-and-reveal labels are an engaging way to incorporate new marketing promotions and initiatives, such as competitions, coupons and loyalty vouchers, without the expense of redesigned packaging. They are used extensively for on-pack promotions where information such as a variable code or tear-off coupon is hidden beneath the main product label.

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