

ElastiTote and ElastIPak: Pulling promotions up a notch

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It's a fact of life: People love free stuff.



Any brand owner worthy of the title knows this. Need a quick, effective and easy way to boost product sales? Run a buy-one-get-one-free promotion! You don't even need to give away another product- a more cost-efficient way for brand owners with our eye always on the bottom line is to include a free sample with a product purchase. It doesn't have to be fancy; it could be as simple as including a pair of chopsticks with a pot of instant noodles.

But the challenge for brand owners is to do this effectively and attractively, without detracting from the appeal of the main product.

Pyrotec PackMedia, a leading provider of innovative on-pack solutions, has just launched its latest offering from Elastitag - the ElastiTote. Elastitag is a range of unique, elasticised hang tags that can be used for labelling, branding and marketing a wide variety of products from produce to cosmetics. ElastiTote, which forms part of this innovative range, allows for a promotional item to be connected to the main product; be it a sample packet, trial-sized product or for cross-promotion.

Nearly all of the Elastitag dies can become an ElastiTote by adding an adhesive strip to the front or back of the tag, creating an endless array of design possibilities and allowing the hang tag to be tailored to suit the intended purpose. ElastiTote is also available in a fold-able version- making it ideal for trial-size samples or cosmetics- or with elastomer loops for securing small bottles.

ElastiPak, a variant of the Elastitag range, is another option for promotional samples. ElastiPak contains a clear pouch in customizable sizes, which can efficiently contain sachets, towelettes or powdered mixes, making it an attractive sample delivery tool.

Timothy Beattie, general manager of Pyrotec PackMedia, says: "A promotional item or free sample always offers an added incentive for customers to purchase. With the high levels of inflation, we as consumers are always seeking special offers. ElastiTote and ElastiPak provide a convenient and practical way to incentivise a promotional campaign, along with simultaneously increasing the aesthetic appeal of the product on offer."



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