

Maximising on-pack communications

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A label is what carries brand and product information to consumers. It helps them to make purchasing decisions, improve their experience of the brand and the product, and it ensures they remain safe when using the product. But what if a label could do a lot more?



Fix-a-Form® informational booklet labels from Pyrotec PackMedia offer many benefits that maximise on-pack communication.

More space

There is often limited space on a product for labelling, which can be an issue when there is a lot of information to convey such as ingredients, usage instructions, and safety advice. While there may be a temptation to increase the packaging's size, informational booklet labels are often a more cost-effective method for maximising the available labelling space on a product.

Fix-a-Form® booklet labels occupy the same footprint as a standard label while providing up to 32 pages of extra space.

Reduced costs

To reduce packaging costs, Fix-a-Form® booklet labels eliminate the need for an outer carton and leaflet with a product, making them an economical and practical alternative to current packaging formats.

Not only will packaging material costs be saved but warehousing, logistics, freight and inventory will also see cost reductions. A good example of this is the ability to display multiple languages on one label, eliminating the need for a label for each language.

Increased safety

In the pharmaceutical and agrochemical markets in particular, ensuring that instructions remain with a product is important.

Fix-a-Form® booklet labels attach directly to the product, giving it a far greater chance of staying with a product throughout its usable life than a loose instructions booklet or leaflet, which are easily discarded. This allows the end user to refer to the instructions whenever they use the product.

Applying to almost any surface, Fix-a-Form® booklet labels are an innovative and space-efficient way to communicate detailed product information without compromising shelf appeal. They are available in a virtually unlimited range of shapes and sizes and can be tailored to meet customers' needs.

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Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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