

Printed packaging – effortless one to one advertising

The advantages of printed corrugated packaging





How does corrugated packaging promote sales?

Very few shoppers take home from a supermarket exactly what they went in for. On the contrary – up to 70% of purchasing decisions are made at the point of sale. And right there is the opportunity for the clever use of colour and design to attract the customers' attention – even to goods they never came in to buy.

The power of the printed pack is an important marketing tool as it's impossible to mount a media advertising campaign for every single product. Printed packaging is advertising without effort, helping to persuade the shopper to choose one brand in preference to another.

Branded by the producer – recognized by the customer

Printed packaging is an excellent marketing tool, providing instant recognition for shoppers and limitless branding possibilities for producers. Every pack is an unpaid salesman – and an opportunity to communicate with the customer in the most cost-effective way imaginable.

Evolution of private labels

Everywhere in Europe, private labels are gaining ground. Initially introduced to promote discount goods, they attracted the attention of customers by using simple, bold designs. They have since evolved and now private labels are also seen as an opportunity to promote high-priced retail brands. Retailers have understood the power of the printed pack and the added benefit of high-impact, sophisticated graphic design.

I would recognize you anywhere!



We branded folks stand out, don't we?



How does printed corrugated packaging assist retailers?

Retailers benefit from printed packaging where handling of goods is concerned. While barcodes and other markings smooth the progress of the supply chain, pictograms that are universally understood help warehouse pickers and shelf-stackers to identify goods and provide opening and handling instructions. Also customers know what the pack contains, what it does and how to use it. Last, but not least, recycling logos indicate that corrugated packaging can be easily returned into the recycling loop.

Shelf Ready Packaging according to "The Blue Book"

"The Blue Book", published by the Efficient Consumer Response (ECR) Executive Board, is a simple guide to all of the requirements for the efficient use of corrugated packaging for retail. It must be easy to identify and to open, easy to shelf and to dispose of, and make the shopping experience easy for the customer. This is Shelf Ready Packaging, with innovative use of print at its heart.

Point of sale displays work!

Imaginatively designed, with clever constructional features, point of sale promotional displays offer the ideal solution for the retailer, promoting sales with minimal effort. Ready-filled and with multi-coloured graphics designed to make the product stand out from the crowd, displays are positioned in-store quickly and easily – direct marketing in an instant!

Mhh,
you look
yummy!



Go on, rub the
strawberries on the
packaging, then I smell
nice, too!



How can I turn corrugated packaging into an eye-catcher?

Clever use of print is one of the easiest ways to attract the customer's attention, and corrugated packaging manufacturers are able to tailor the printing method to suit the product. Offset printing is used as a pre-print – paper web is printed and then laminated onto the corrugated board. Flexographic printing is the most frequently used method for corrugated, and these days its quality rivals that of offset. Up to eight colours can be used, with spectacular results, and for longer runs, pre-printed liners incorporated at the corrugating stage can reduce costs, whilst offset lithographic printing is often regarded as offering top-class print results. With such versatility, the possibilities for brand managers are endless.

High-quality print builds the brand

The choice of printing substrate makes a huge difference to print quality – imaginatively printed coated or uncoated bleached liners, maybe used with a matt or gloss varnish, will give maximum visual impact. It is even possible to add "scratch and sniff" aromas to the print! Print turns every pack into a selling tool, shouting out its message 24 hours a day, seven days a week.



At a glance: printed corrugated packaging pays off!

- ✓ Printed packaging improves sales
- ✓ Printed packaging makes handling along the supply chain easier
- ✓ Printed packaging provides recognition for the customer
- ✓ Printed packaging is the most trusted form of advertising
- ✓ Printed packaging is free advertising space, shouting out its message 24/7

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