

*The product at the Point of Sale*

# Functionality meets design

On competitive supermarket shelves, it is important that your product stands out. Sales researchers know that the vast majority of purchasing decisions are made sub-consciously and emotionally. But what opportunities do you have that will encourage people to buy a product that already has an enormous amount of shapes, labels and closures on the shelves?

Market research has shown that it takes only up to seven seconds for a buyer to make a purchase decision. In addition to the product, brand and price, it is the packaging that is ultimately responsible for sending out positive vibes and encouraging people to buy. But how can you make a product stand out in which functional and logistical demands already determine design to the maximum effect?

Creativity begins with the mould. Here, embossed or debossed elements can be achieved as well as special shapes.

In issue 5/2017, we featured an eye-catching container which SMI created for Paradise Food's TruTru Wara Brand. An important objective was that the bottles should be easily recognisable on the supermarket shelf. The decoration, which is based on traditional Papua New Guinea culture, looks almost like a real tattoo on the upper part of the bottle. It is wrapped around the entire surface of the bottle, which made it necessary to perfectly align both ends of the tattoo. SMI was able to realise the design within the mould; its technical department designed the bottle and then manufactured the mould for the blow moulding machine.



New colour and finish effects complement the variety of bottle design options. Special effect pigments have not been used for a long time due to the high PET process temperatures and food contact concerns. It was with

this in mind that Penn Colour came to NPE in 2018 to present some new solutions. Together with Husky and PET Engineering, the company has developed a multi-layer hot runner that processes the compound in the middle layer at a lower processing temperature than the two outer ones. While the inner PET layer is food-grade approved and separates the special bicolour, thermochromic and phosphorescent pigments from the drink, the middle layer can achieve its optimum effect in the finished bottle.



Colour and finish effects



Simple and streamlined bottle shapes are currently in vogue. Small single-serve bottles continue to grow in terms of container size and are becoming more and more popular with on-the-go consumers.

The droplet-shaped PET bottle realised by Kronos holds 200ml, and with a weight of just 4.4g is extremely light. What is particularly interesting: it can be produced on a standard blow-moulding machine suitable for lightweighting formats. An option for nitrogen injection offers the additional advantage that the containers are stabilised for storage and transport. In terms of dress, too, the mini-bottle offers multifarious design options: different labelling techniques enable several disparate designs to be implemented – despite the small size, customers need not feel deprived of distinctive design and marketing potential.



Droplet-shaped 200 ml bottles

Labelling is the most obvious element in bottle design. Labels serve different functions on the bottles. As well as providing essential product information, they should also convey a brand image that makes the product look appealing. In addition to roll-fed labels, in-mould labelling solutions and shrink-sleeve labels are becoming increasingly popular. From a designer's point of view, these labels offer full creative licence as they provide labelling which covers part of, or the entire bottle area, with or without a cap.

The eye-catching label from Swedish beer and liquor exporter Galatea, features an original design by a leading Swedish tattooist, who created a 'sailor' theme with mermaids, roses and skulls, and a large sailing ship on the front. The label is a shrink-sleeve, providing an all-round visual projection. A particular challenge for UK-based company CCL Label Decorative Sleeves was to source a shrink-sleeve wrapping that would not damage the PET bottle, so a low-temperature solution was essential. CCL selected Eastman Embrace, a copolyester resin for shrink films from Eastman Chemical Company, which is designed to achieve a high level of shrinkage on the product but with a minimal shrink force. Another key parameter was the need for a high level of print definition, which would display the tattoo images on the shrink film to best effect. The eye-catching shrink sleeve, with its sailor tattoo and nautical theme, cover the bottle from neck to base.



Shrink-sleeve label featuring a high print definition

Digital printing either on the label or directly onto the bottle allows for fast transfer, even with small batch sizes and so offers advantages in terms of product differentiation, e.g. on customisation.

In contrast to traditional labels, direct printing can also be applied selectively to grooved and relief structures. This opens up entirely new opportunities for consumer products, to differentiate them distinctively from the mass of competing articles – e.g. by creating 3D effects on the packaging or simulating the look of different materials. At the same time, the print height of up to 205 mm still leaves sufficient space for accommodating not only elaborate designs, but also detailed textual information on the packaging.



Thinking.  
Rethinking.  
Lateral thinking.  
Thinking  
out of the box.  
K 2019

Global megatrends are calling for new approaches from industry to help trigger the paradigm shift for our planet with solutions fit for the future. Taking up these challenges, around 3,200 international exhibitors at K 2019 will be showing you the latest developments and groundbreaking innovations in the plastics and rubber industry. K 2019: The industry's most important business platform. Be a part of it.

[www.k-online.com/ticketing](http://www.k-online.com/ticketing)