



New Premium AMOY Sesame Oil  
Packaging and Label Redesign  
Visually Stimulates Consumers at Shelf



## New package design and decoration transfer help build brand loyalty and increase sales

With over 70 percent of consumer purchasing decisions made at the retail shelf\*, the role of packaging as part of the marketing mix has been steadily growing, making package design a critical tool in influencing consumers' decisions in-store. A clear example of the role packaging plays in establishing and maintaining a brand's identity is the fact you only have a matter of seconds to visually stimulate most consumers as they make their purchasing decisions. Marketers can make their products stand out from the crowd and improve shelf-appeal by choosing the appropriate mixture of packaging concepts, including packaging substrates, labels, colors, shapes, visual effects and print quality.

According to the Association of European Producers of Steel for Packaging, [www.APEAL.org](http://www.APEAL.org), and its recent report *Shelf Differentiation*, consumers, in general, make more than a dozen purchases in a typical supermarket shopping trip, and rarely take the time to read labels and actively compare products and prices. Instead, shoppers use visual cues to sort through the vast array of options at the store shelf to make a quick purchasing decision. As referenced in the report, brand packaging specialists state that the message communicated on the front of a package, must be "captivating," as well as "easy and quick to assimilate." Marketed in more than 40 countries – including the United States, the United Kingdom, Australia, Japan, Europe and China – AMOY Food Limited, based in Hong Kong, combines the essence of oriental cuisine with state-of-the-art technology to produce sauces and frozen foods.



Offering more than 60 different varieties of sauces, AMOY has long been synonymous with authentic Asian cuisine. Although ranked as one of the top three companies in the sauce market, AMOY was finding it difficult to raise the profile of its sesame oil in an expanding market. AMOY offers consumers a line of three sesame oil products, including Blended Sesame Oil, Pure Sesame Oil and Pure Black Sesame Oil.

Sesame oil, made from pressed and often toasted sesame seeds, is a popular ingredient in Chinese, Korean and Southeast Asian cooking, and is used to enhance the flavor of a dish. Sesame oil is available in both a light and dark variety.

Looking for a way to allow its AMOY branded line of sesame oils (Pure Sesame Oil and Pure Black Sesame Oil SKUs only) to stand out on the supermarket shelf, the company set out on a new packaging and label design in late 2008.

Wanting to protect its reputation as a premium cooking oil supplier, along with increasing its ranking within the market, AMOY needed a premium decoration technology that would reinforce the brand qualities existing buyers associate with the product, and influence new consumers, younger consumers in particular, to try the product.



“Innovative packaging not only has the power to enhance a brand’s position in the marketplace and in the minds of consumers, but also to drive sales and build brand loyalty,” said Binli Lu, deputy supply chain director at AMOY. “With more than 100 cooking sauces and condiments producers in the market landscape, AMOY wanted a new design that would expand market share and differentiate the brand from key competitors at shelf, while positioning the new brand as a high-quality product.”

Through a previous working relationship for its line of soy sauces, AMOY turned again to Avery Dennison and its innovative line of Fasson® pressure-sensitive labeling materials to create the new brand image for its sesame oil line. “From past experience and successes, pressure-sensitive materials offer an array of advantages, including versatility, improved shelf-appeal, functionality, better end-use performance and simplified operations,” said Lu.

Wanting to provide the best label solution for the new AMOY sesame oil application, Avery Dennison recommended three pressure-sensitive labeling materials, including biaxially oriented polypropylene (BOPP), semi-gloss paper and silver paper. After a trial run, AMOY chose the Fasson pressure-sensitive semi-gloss paper to get noticed at shelf.

“Pressure-sensitive materials enabled us to customize our labels to meet our unique requirements,” said Jenny Wang, assistant product manager at AMOY. “In the case of our sesame oil line, the product is packaged in 412ml amber-colored, cubeshaped glass bottle to showcase the rich color of the oil, which is either amber or black. We wanted to create a quality label that complemented the product and conformed nicely to the new bottle, while being vibrant and visually appealing to consumers. Fasson labeling materials enabled us to do just that.”

The AMOY labels are run using a letterpress and are printed CMYK, in addition to an exclusive yellow-gold color. The new prime label features a black background with gold trim, the AMOY logo, a single branch of sesame seeds and minimal text. The label follows the contours of the bottle, with a curved top at the shoulder moving into a straight vertical line to the base of the bottle. The new back label features information on how the sesame oil is produced, how to store the oil and a short history on AMOY. A rich gold foil, branded with the AMOY logo, is used as a safety seal around the bottle cap. After printing, the labels are laminated to provide extra protection for the graphics.



“The new labels provide a premium, quality look, differentiating the brand at shelf,” said Wang. “The labels visually communicate the rich and distinct taste of the product. We want consumers to quickly know how just a few drops can enhance the flavor of a dish and further stimulate the taste buds, creating an overall gourmet dish.”

Avery Dennison worked closely with the converter, located in Shanghai, to ensure a smooth and successful print run and application process of the new label. “Pressure-sensitive labeling is a fairly new technology for food applications in China, said Joey Gu, former marketing supervisor for Avery



Dennison Label & Packaging Materials China. “To help the converter and the label design house expand their knowledge of pressuresensitive labeling technology and printing, Avery Dennison hosted a ‘Pressure-Sensitive 101’ training session, along with several printing workshops.”

By working closely together, Avery Dennison was able to help AMOY, the converter and the design house gain a complete understanding of pressure-sensitive material printability, while creating a 100-percent localized solution for AMOY.

Luo Min, Senior marketing manager for Avery Dennison remarked that, “Avery Dennison delivered results through our cooperation with a broad network of innovative, value-adding companies committed to supplying quality packaging solutions.”

Since the launch of the re-branded AMOY labels in early 2009, the sesame oil has seen increased sales overall and among the younger consumers.

For more information about this product and to get in touch with an Avery Dennison representative, please call the following number in your respective region or visit us at [www.enhanceyourbrand.com](http://www.enhanceyourbrand.com)

\*Source: Association of European Producers of Steel for Packaging, [www.APEAL.org](http://www.APEAL.org)

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