

Dual-Purpose Label Improves Production, Shelf Impact and Sales

Waddy® Wipes gain strong foothold despite challenging times



“Form follows function” is a principle initially associated with modern architecture and industrial design in the 20th century.

For the most part, industrial design brings to mind the function, value and appearance of products that are relatively solid to the touch, like telephones, blenders, iPods and cars. But it also lends itself to things that are soft and disposable.

Guangzhou Baihua Daily-Used Article Co. Ltd., located in Guangzhou, the capital of Guangdong Province in the southern part of China, took to employing industrial design tactics when it decided to update the product packaging for its line of wet tissues. Two key objectives drove the effort. The first was to improve shelf appeal and the second was to improve its productivity.

Baihua is one of the first manufacturers in the southern region of China to specialize in making wet tissues. Besides its own Waddy® brand, the company provides contract manufacturing services and customized private label products for retail customers. Its range of wet-tissue products includes well-known international brands that are sold in local markets and overseas, in countries such as Canada, Hong Kong, Argentina, Saudi Arabia and Malaysia.

“It was very important that our wet tissue packaging keep up with global trends. We wanted to further explore the market in China by developing our own Waddy brand of wet tissues, but our profit margins were being squeezed.”

Chen Junping, general manager, Baihua



New global trend

Responding to global economic forces, Baihua knew it had to improve productivity if it wanted to remain competitive and expand market share. On top of this, it faced a new global packaging trend for wet tissues, which utilizes reclosure packs rather than individual plastic pouches.

“We needed to find a way to cut packaging costs in order to ensure the Waddy brand was competitively priced,” said Chen Junping, general manager, Baihua. “And of course, the packaging had to be attractive to consumers.”

In search of a reclosable package that would meet consumers’ needs, Baihua turned to Avery Dennison, which recommended its Fasson® reclosure pressure-sensitive labels for the application. In a classic example of form following function, Avery Dennison examined Baihua’s needs and those of its customers. It then developed a customized technical solution that would meet the practical demands of the application requirements, save costs and deliver eye-catching shelf appeal.

The original wet tissue packaging consisted of 10 pieces of tissue, each in its own plastic pouch. For the new packaging, Avery Dennison designed two customized reclosure products that offered different printing and adhesive characteristics. One has a synthetic paper/white glassine facestock, while the other facestock is a clear biaxially oriented polypropylene (BOPP)/white glassine. Both perform equally. Even after peeling over 100 times, the package and facestock show no visible changes.

The key application requirements for the label included:

- Peeling the label many times without leaving adhesive residue on the package or tearing the package or facestock.
- Producing no crinkling or curling; no bubbling after labeling and peeling; no color change.
- Preventing vapor release or leaking from the package.

“Reclosure applications have very different requirements compared to traditional pressure-sensitive labels. The facestock has to be opened and re-closed many times without wrinkling or damaging the package. With this, the adhesive must be odorless and be easily released, but still seal tight enough to keep air out so the wipes stay moist.”

Xin Sun, new product development manager, Avery Dennison

Two new pressure-sensitive reclosure adhesives were also developed for Baihua as part of the project. Both provide stable performance for wet tissue applications at high or low temperatures. There is no pungent adhesive odor and, because they are transparent and colorless, are suitable to use on wet tissues.

Meikei, a local converter in the south of China, converted the labels for the Waddy brand. They are printed in five or six colors on a letterpress machine, and then over-laminated with transparent polypropylene.

Packaging innovation

As a result of these innovations, there is now only one large pouch with a single reclosure pressure-sensitive label. This has garnered a 10 percent cost savings on packaging and made it possible to automate the labeling process. The switch from manual to auto-labeling has yielded a 20 percent increase in productivity.

“Baihua has identified many benefits to be gained from this customized reclosure,” Junping said. “And those benefits are helping us further explore the wet tissue market in China. Over the last two years, sales have increased around 25 percent annually due to the improved shelf appeal. We are also using the reclosure Fasson pressure-sensitive labels with the OEM products we manufacture for others.”



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