

Pulmuone Package Redesign Pioneers Decoration Standard in Korean Egg Market

Pulmuone Co., Ltd



Pressure-sensitive labels create a distinguishable look that can't be ignored

Pulmuone Co., Ltd., one of the world's leading manufacturers and distributors of fresh, close-to-nature products, set out on a strategic packaging revamp of its Pulmuone-branded premium egg line. Wanting to expand upon its rich history of creating lifestyles of health and sustainability, Pulmuone sought alternative packaging and labeling applications that would not only offer greater printability and on-pack performance, but would also be environmentally conscious.

"Pulmuone's fundamental aim is to administer responsible business practices that place importance on humans and on the environment," said InGon Seon, packaging manager for Pulmuone. "We do this by offering the best goods on the market and by stressing the highest regard for conservation."

To support its environmental mission, Pulmuone made the switch from thin, clear polystyrene plastic egg cartons, to paper cartons made from recycled pulp with direct screen-printing.

Although the paper carton was a quality packaging material that offered adequate product protection and an environmentally friendly image, the properties of the carton, such as the rough surface texture, posed several labeling challenges. Pulmuone found it difficult to find the appropriate paper facestock that would conform to the carton without bubbles and wrinkles. In addition, the carton texture made it difficult to clearly screen print the logo and barcode on the package.



BEFORE



AFTER

Quality portrayal is key

As a company founded on the desire to grow food consumers can trust, it was vital that the Pulmuone packaging and label redesign were of the highest-quality standards that reflected the company's commitment to producing the highest quality natural eggs. Each natural egg farm uses only a specially formulated composite feed supplied by Pulmuone. The National Agricultural Product Quality Management Service of Korea, a specialized organization in agricultural-food quality management, has certified all of Pulmuone's natural egg farms as "top-quality." All Pulmuone fresh eggs are analyzed each day to check their outward appearance and the texture of their yolks. The inspections include measuring weight, color of the yolk and thickness of the shell.

"With such a strong commitment to providing our customers high-quality, fresh products, it's essential that our product packaging measures up to the same standards," Seon said. "So after we received complaints from retail stores regarding poor barcode readability of Pulmuone-branded eggs at the cash register, we knew we had to make an alteration to the packaging label and do so in a timely manner."



Pulmuone tried to solve the barcode dilemma by printing the barcode separately on a small pressure-sensitive label. Unfortunately, the small labels revealed another problem; the labels would fall off during transportation or storage. After encountering several challenges, Pulmuone realized the only solution to these challenges was to wrap the top, front- and back-side of the cover with a pressure-sensitive label.

Pressure-sensitive application provides solution

With a history of working with Fasson® pressure-sensitive labels from the Roll Materials division of Avery Dennison Corporation for other product line packaging needs, Pulmuone knew a quality solution was close at hand for its new packaging and label redesign.

“In the case of a complicated package redesign like the new Pulmuone fresh egg paper carton, it was essential to go through a reputable supplier that offered label quality and advanced technology,” Seon said. “And that is what Avery Dennison and its Fasson product line delivered.”



Except for the pressure-sensitive material from Avery Dennison, all other pressure-sensitive label suppliers failed to meet the adhesive requirements needed for the new package design. A common problem was edge lift, due to the inability of the adhesive to adhere the facestock firmly to the corners of the carton.

“Pulmuone turned to us looking for a pressure-sensitive solution with a high-performance adhesive,” said Jason Jeong, Avery Dennison Korea food marketing manager. “The adhesive needed to be moisture-resistant to withstand low temperatures and humid storage conditions. It also had to prevent any edge lifting, wrinkles or bubbles. With the new paper carton, it was vital that Pulmuone find a strong adhesive that conformed to the uneven texture of the carton.”

As the foremost pioneering food company in Korea, Pulmuone takes pride in its industry-leading position investing in new and innovative technologies prior to its competitors. Pulmuone puts a heavy emphasis on creating a competitive advantage its competitors find difficult to emulate.

“When trying a new packaging technology, it’s crucial that Pulmuone take the necessary measures to reduce risk of defects and to ensure that only the highest-quality materials are being



used,” Seon said. “These factors can create issues for our customers, such as unreadable expiration dates or poor barcode readability at checkout.”

Avery Dennison recommended its Fasson semi-gloss 80g (.18 lbs) paper label stock with S2700HT adhesive. The emulsion adhesive is environmentally friendly compared to most solvent-based adhesives that often contain flammable solvents that require special precautions for safe handling. In addition, solvent adhesives contain organic agents that pose environmental concerns with emissions.

“Although solvent adhesives are typically stronger, the emulsion adhesive from Avery Dennison offers superior strength and is environmentally friendly,” Seon said. “It’s non-toxic, non-flammable and contains no organic solvent agent. And the adhesive doesn’t affect the waste stream.”

The transition from screen-printing to pressure-sensitive labeling technology enabled designers to develop more detailed creative ideas for the new label, chief of which included multiple colors and graphics. This represented a very different graphics approach to Pulmuone’s previous label design, which was text, line art and only two colors.

“Seven colors have been incorporated into the new label design,” Seon said. “Through rotary letterpress printing, we were able to promote the brand in a fresh new way with vivid colors, allowing the brand to pop at shelf.”

The pressure-sensitive label was printed in one piece and die-cut to fit the top, front- and back-side of the carton.

Pulmuone garners an array of benefits

Since the move to Fasson pressure-sensitive labeling technology, Pulmuone has experienced superior barcode readability and label printability. The facestock of the

semi-gloss pressure-sensitive material boasted several characteristics that increased printability.

The facestock is bright white, which offers superior reflectivity, creating a cleaner and brighter overall finish. In addition, the semi-gloss coating delivers greater ink holdout, which allows the printing to retain crisper edges for better clarity.

“Since switching from direct screen decoration to pressure-sensitive labeling, we have not received any claims due to poor barcode readability,” Seon said. “Due to the excellent ink anchorage that the pressure-sensitive labels provide, we no longer have to worry about our customers receiving distorted date information, which is very important to the cold-storage market.”

Last, but not least, the redesign has vastly increased shelf-appeal for the Pulmuone brand.

“The vivid graphics and quality look of the new label make it hard to ignore the product at shelf,” Jeong said. “With just a short glance, consumer attention is captured.”

It’s often said, “imitation is the sincerest form of flattery.” Pulmuone’s successful package and label redesign has set the standard of superior decoration in the Korean egg market. Not only have consumers noticed, but other food manufacturers and distributors have since revamped their premium egg lines with pressure-sensitive labeling in an attempt to match the new packaging of Pulmuone fresh eggs.

“Currently, Pulmuone offers more than 300 product items in four different categories,” Seon said. “In Korea’s fresh-food market, Pulmuone’s brand recognition stands solidly in the number-one position among all other food product brands. And pressure-sensitive labeling technology has helped us gain that recognition.”

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