

Premium Dog Food Company Improves “On Shelf” Appeal with High Impact Labels



Challenge

A manufacturer of high quality, natural pet foods was dissatisfied that their “Super Premium Gold” product line did not have the “on shelf” appeal they were looking for, despite using a more expensive metalized paper. The customer also complained about the label’s color variation and poor production line efficiencies caused by the label’s tendency to curl. The customer desired a better looking label, but had to keep costs in line with their budget. As such, their previous label supplier produced their labels as part of a “combination club run”. The customer had communicated their dissatisfaction to their supplier about the label’s dull appearance, but the label supplier said that there were no alternatives within the cost budgeted for the label.

Solution

Walle suggested that the label’s aqueous coating be converted to a high gloss Ultra-Violet (UV) coating to emphasize the brilliance of the metalized paper and improve the label’s shelf impact. The UV coating would also help minimize the metalized paper’s tendency to curl. Walle recognized that the labels were being printed as part of a “club run” by the customer’s label supplier, which meant the customer was receiving color variation caused by the diverse and wide range of labels that it shared space with on the club run layout. Walle recommended printing the labels on dedicated runs to achieve better color control and consistency from run to run and to provide the high impact finish which they desired. However the customer was concerned about the impact that these changes would have on the label’s cost. Walle asked the customer to share details of their past and future label demands with which to analyze. Upon studying this information, Walle developed a run program and vendor managed inventory plan for the new labels that actually yielded a cost savings.

Results

The customer was extremely pleased with the “on shelf” appeal of their redesigned “Super Premium Gold” dog food labels utilizing the high gloss UV coating. By producing the labels in dedicated runs, the color consistency from run to run was substantially improved. Furthermore, the use of the UV coating helped to minimize the tendency of the metalized labels to curl. The new labels ran more efficiently and with less line downtime. Following the successful relaunch of their “Super Premium Gold” dog food, the customer decided to convert all of their other pet food labels to UV coating as well. The new look of their products has grabbed consumer attention, and the customer reports that their sales are growing. The customer has also shared that even their retailers have complimented them on the label changes and how their products are now “jumping off” their shelves.

At a Glance

Product Used

UV Coated Metalized Paper Cut & Stack Labels

Client Profile

Natural Pet Food Company

Business Need

A manufacturer of all natural pet foods wanted to achieve greater shelf impact for their premium line of dog foods without increasing their costs. Their supplier was printing their metalized paper labels as part of a “club run” to keep costs down. However the customer was unhappy with the label’s dull appearance and inconsistent color quality. Their premium dog food labels were flat compared to their other product lines. They just did not “pop” on the shelf.

Solution and Benefits

Walle recommended converting the labels to a high gloss UV coating to highlight the brilliance of the metalized paper stock and improve their shelf impact. Walle also suggested producing the labels in dedicated runs, in lieu of a club run, which would enable better color consistency and control. To keep the label’s cost in line, Walle requested that the customer provide details of their past and future label demands. Upon analyzing this information, Walle developed a run program and vendor managed inventory plan that actually brought a savings to the customer.