



New Best Maid labels “clearly” convey brand values, product attributes and enhanced shelf appeal

## Switch to Clear, Pressure-Sensitive Labels Modernizes Brand While Maintaining Its Heritage Appeal



With a family recipe more than 75 years old, Texas-based Best Maid Products Inc. has grown from a single-kitchen operation to a beloved brand known throughout the southwest region of the United States. What started as a sandwich condiment — using pickle relish — sold out of the Dalton family’s grocery store has grown into a multi-building operation, housing: manufacturing, processing, warehousing, shipping, distribution and offices. As the company continues to grow, so too does the need to reflect the evolution of the brand, while still maintaining its heritage.

The competitive consumables market pushes brands to stand out at shelf. Maintaining the visual integrity of recognized products while delivering an effective package is key to success.

Wanting to promote the freshness of its pickle, jalapeno and relish products with a broader visual backdrop and improved graphic appeal, Best Maid turned to Avery Dennison Label and Packaging Materials. The solution — pressure-sensitive film labels.



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film product line director,  
Avery Dennison  
Label and Packaging Materials*

“Our initial challenge was making the label pop. We wanted to keep with our heritage, but show a fresher, more premium image to our existing consumers, while also enticing trial from new customers,” said Jeff Robinson, vice president of operations, Best Maid Products Inc.

Previously, the Best Maid brand’s products featured glue-applied, paper labels, which were susceptible to tearing and scuffing – causing production inefficiencies. “We felt clear film, pressure-sensitive, versus glue-applied labels, showcased not only our product, but our vision as being the premium brand in the market,” Robinson added.

### Pressure-sensitive application provides solution

Pressure-sensitive materials have clear advantages over traditional glue-applied labels. They provide a greater brand-building and creative platform, while blending attractively with the substrate, to enhance product image and raise consumer awareness, which ultimately helps boost sales.

“Clear-on-clear self-adhesive labeling helps brands position themselves as contemporary and allows additional graphic attributes to be added to the label,” said Tina Hannan, film product line director, Avery Dennison Label and Packaging Materials. “In addition, the clear-on-clear label design creates a premium “no label” look that grabs the consumer’s attention and lets the product stand out on shelf.”

Combined with the brand-building capabilities of high-end graphics, self-adhesive labels are also cost-effective due to a host of operational

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efficiencies that factor into the production equation. They allow for shorter production runs, faster labeling changes, cleaner processing and better quality results compared to glue-applied labels.

“Due to the flexibility and versatility of pressure-sensitive label decoration, there are many facestock adhesive options available for a variety of application needs,” Hannan said. “And with its plug-and-play clean application attributes, pressure-sensitive is widely viewed as one of the most efficient decoration technologies - achieving some of the highest labeling application speeds with the least downtime.”

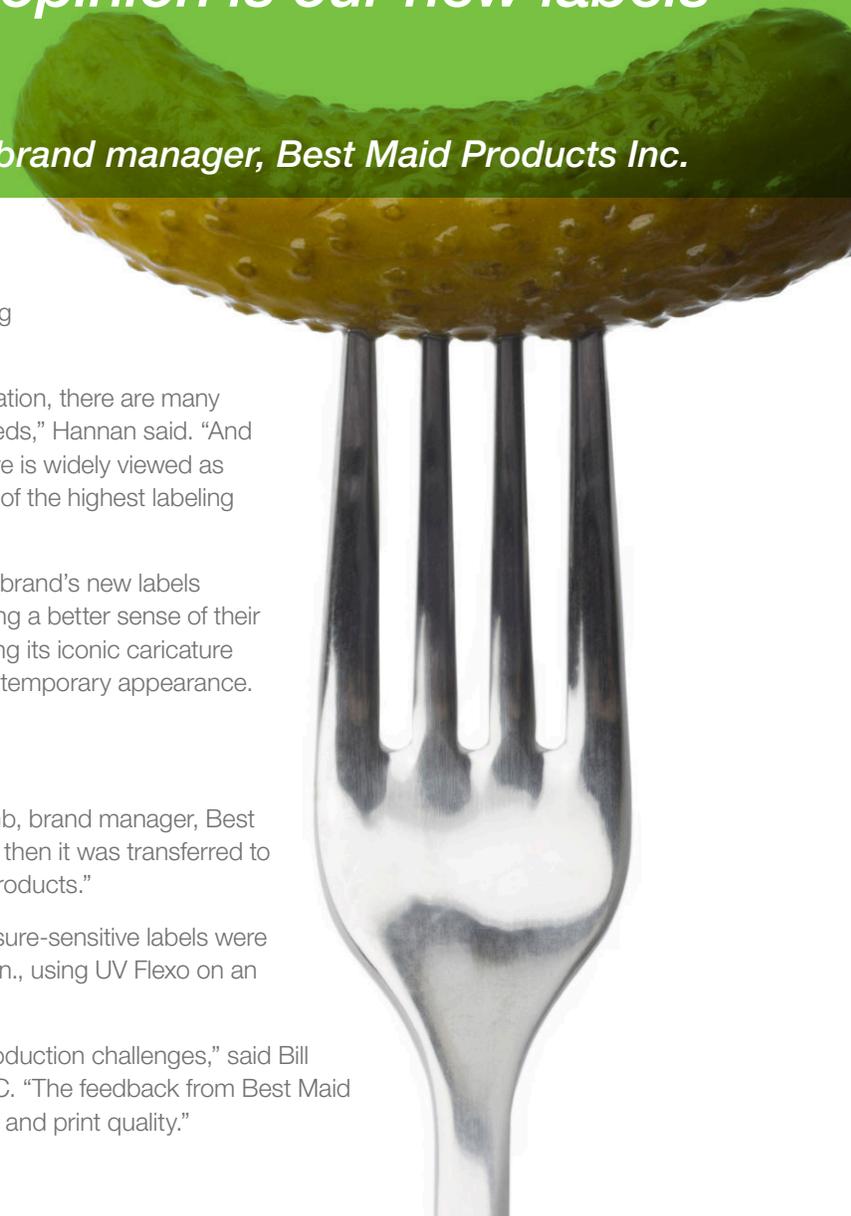
With the no-label look offered by pressure-sensitive, the Best Maid brand’s new labels allow consumers to fully see the company’s products in the jar, giving a better sense of their freshness. While leaving the brand’s legacy elements intact, including its iconic caricature “Smiley,” and vibrant colors, the clear label provides an updated contemporary appearance.

## New label pops at the shelf

“Our new labels were created by the Quake Group,” said Isabel Lamb, brand manager, Best Maid Products Inc. “The Quake Group performed the design work, then it was transferred to our in-house team to duplicate the designs for all of our 102 retail products.”

Featuring Avery Dennison’s 2.0 Clear BOPP material, the new pressure-sensitive labels were produced and printed by Smyth Companies LLC, Minneapolis, Minn., using UV Flexo on an Omet Varyflex press with eight colors.

“The graphics were fairly straight forward and presented minimal production challenges,” said Bill Orme, marketing communications manager, Smyth Companies LLC. “The feedback from Best Maid Products has been very positive—they liked the overall appearance and print quality.”





In May 2012, the updated, premium-look label hit store shelves in 17 states offering enhanced shelf-appeal and product image for the brand. Since the introduction of the new label, sales have increased 3-5% with long-term expectations of 7-10%.

“The new labels help our product ‘pop’ and stand out on the shelf, making them more eye-catching for potential consumers,” Lamb said. “Everyone at Best Maid is very excited about the new labels and the direction the company is headed. The labels are a huge improvement giving our brand a new look almost as crisp as our pickles!”

The company is featuring the updated label on its website homepage with the availability for consumers to offer comments on the new look.

“We have received an immense amount of positive feedback from our customers on Facebook and Twitter, at marketing events and even on phone calls,” Lamb said. “The general opinion is our new labels make our product look very fresh, clean and current.”

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Label and  
Packaging Materials

**Asia Pacific**  
32/F, Skyline Tower  
39 Wang Kwong Road  
Kowloon Bay,  
Kowloon, Hong Kong  
+852 2802-9618

**Europe**  
Lammenschansweg 140  
2321 JX Leiden  
The Netherlands  
+31 71/579-4100

**Latin America**  
Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876-7600

**North America**  
8080 Norton Parkway  
Mentor, OH 44060  
800.944.8511