

Clear Pressure-Sensitive Labels Edge Out Paper

Study Shows Pressure-Sensitive Film Labels Preferred for Laundry and Surface Care Applications

In a March 2009 survey conducted by KL Communications, a market research and consumer insights firm, more than 2,000 members of a consumer panel were asked to compare a paper label vs. a clear film pressure-sensitive label on a plastic laundry detergent bottle. The goal of the study was to determine consumer label preference in the laundry and surface care category.

Pressure-Sensitive Clear-on-Clear Label Preferred

The majority of the 300 online survey respondents indicated that they would be most likely to purchase the laundry detergent with the clear pressure-sensitive label over the white label. This preference can be attributed in part to the transparent label's clean design.



A Clean Look Favored for a Cleaning Product

When asked why they preferred the clear pressure-sensitive label, consumers most often cited the label's cleaner, less distracting, simpler design. They also found the pressure-sensitive label to be more environmentally friendly than the white paper label, with a more natural look.

Other Positives

The study also found that consumers are more likely to associate the following positive product attributes with the pressure-sensitive laundry detergent label:

- Environmentally Friendly
- Natural/Organic
- Pure
- Innovative
- Modern
- Unique

While “safety” and “value” were found to be the most important product associations for laundry and surface care products, “environmentally friendly” and “pure” were the next most important product associations, dovetailing with the positive product attributes associated with the clear-on-clear label. Additionally, consumers found the clear film label to be more appealing.



Noticeable Impact

An estimated 76% of all purchasing decisions are made at the store shelf. That means that labeling and packaging are becoming the primary differentiators for purchasing decisions at store level. With its strong shelf appeal, modern ‘no label’ look, and positive associations, pressure-sensitive labels offer CPG brand managers and marketers a premium, differentiated look that can have a noticeable impact on sales.



enhanceyourbrand.com

1296, 10/09, PDF

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

Av. Warnes 2225 -
C1427DPB - Ciudad
Autonoma de Buenos Aires
Buenos Aires, Argentina
+54 11 4014-2226

North America

8080 Norton Parkway
Mentor, OH 44060
800.944.8511