



Pressure-sensitive reclosures provide manufacturers with additional packaging options for customers



Contract manufacturers of various consumer products have found significant savings, both internally and for customers, by moving from tub and canister products to pressure-sensitive (PS) reclosures. By adding the option of PS reclosures to a product line, contract manufacturers allow clients to create new uses for their products while achieving enhanced branding opportunities.

PS reclosures can include logos, pictures and text printed in high quality on everything from complex shapes to transparent stickers that adhere to all types of packaging. These enhance a package's aesthetics with their seamless design and branding opportunities and look appealing on store shelves.

PS reclosures are available in both flexible and rigid options. The rigid version allows the user to push a button or just lift the seal and pull out the product while the next one stages up. When the lid is closed, the product stays pulled through the opening, providing an easy grab-and-go product.

PS reclosures run much faster than tubs, providing a huge time savings in the manufacturing process, and they are now a packaging necessity, especially for personal hygiene and food products. Consumers expect these products to feature PS reclosures, viewing them as fresher than competing products. Your customers want this technology — not only to meet consumer needs but also because it provides everything from branding opportunities to cost savings.



Wide-ranging customer benefits

Usage

PS reclosures can be used for a variety of needs, from wet to dry. They are also perfect for products that contain water, scents, oils, fats, solvents and chemicals, because the product can touch the adhesive without affecting the strength and functionality of the seal or contaminating the product.

Reclosures are designed to be opened and closed many times without compromising their integrity on either rigid or flexible packaging.

Branding

When a consumer opens a typical package, it often loses its branding because the package rips or the consumer removes the product and places it in another container. PS reclosures encourage consumers to keep products in the original package, resulting in more frequent interaction with brand graphics.

Cost

PS reclosures not only provide freshness and convenience to consumers but also improve the bottom line for both you and your customers. They:

- **Use fewer materials.** Compared to a traditional zipper or hard case, PS reclosures eliminate additional rigid materials, replacing them with one low-cost label. This decreases material costs, reduces package weight and aids in sustainability efforts.
- **Speed up the production line.** Zippers and hard cases slow down the manufacturing process because of the additional materials. PS reclosures allow contract manufacturers to produce more products in less time with minimal downtime. They also come pre-coated with adhesive, meaning no mixing, mess or cleanup. PS are easy to switch out, meaning manufacturers can run promotional, regional, seasonal and themed campaigns faster and more efficiently, producing more and varied products in less time and saving customers money.
- **Utilize reasonably priced equipment.** The machines that create PS reclosures are easy to set up and very affordable, and many can run up to 1,000 containers per minute.

What is a pressure-sensitive reclosure?

PS reclosures do not require heat, water or any other substance to seal the adhesive. The product opens and closes when the user applies simple pressure.

- **Demand a higher price from consumers.** Consumers are willing to pay more for the benefits that PS reclosures provide. Products with value-added packaging, such as PS reclosures, average a 30 to 50 percent higher price than those without, according to research from IRI, a consumer packaged goods market research company. These premiums are attractive to brand owners.

Expertise

Avery Dennison can help you select the best products and solutions for you and your customers. Our Select Solutions Reclosure Portfolio offers cost-effective, user-friendly and time-sensitive solutions that fit with your brand and marketing goals. We provide troubleshooting and employee training, along with our expert knowledge of PS reclosures and the industry's most reliable labels and packaging materials. >

– Greg Brumbaugh, technical leader

