

Clear Pressure-Sensitive Labels More Revealing

Study Shows Pressure-Sensitive Plastic Labels Show More Product Through the Packaging Than Paper for Pasta Sauce

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 glass jar of pasta sauce. The goal of the study was to determine consumer label preference in the product category of pasta sauce.

Pressure-Sensitive Clear-on-Clear Label Let Consumers See More Of What They're Buying

52% of the 300 online survey respondents indicated that they found the plastic label on the pasta jar to show more of the product through the packaging than the white paper label, allowing consumers to see more of what they're buying. A high percentage of them also found the pressure-sensitive label to be more attractive and appealing than the paper label, with a cleaner, less distracting look.



A Positive Product Associations

When asked about pasta label preference based on product association, consumers felt the clear plastic label best communicated – by a significant margin – the following important product associations:

- Contemporary
- Environmentally Friendly
- Unique
- Authentic
- Premium Product

In addition, consumers rated the transparent label higher for the product associations of “appealing,” “fresh,” “quality,” “homemade” and “natural/organic.”

Equally Flavorful

Of the fourteen product associations probed, consumers believed flavor to be the most important association when shopping for pasta sauce. Interestingly, both the clear-on-clear and the white paper labels scored identically here. For the second most important product association, quality, the plastic label was preferred. It was also rated higher for the product associations of “fresh” and “healthy.”



A Premium Solution

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 motivate consumers to buy.



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