



Private-Label Packaging

WHILE STORE BRAND PACKAGING IN THE MAIN TENDS TO ADHERE TO CERTAIN GROUND RULES, NEW FOOD STARTUPS ARE LEADING TO GREATER EXPERIMENTATION. **ESM** CHATS TO PACKAGING CONSULTANT **LOE LIMPENS** OF **YELLOW DRESS RETAIL**.

GEORGOUDIS S.A.

EUROPA HALL, STAND F-5140

Since 1897, Georgoudis S.A. has been committed to the production, packing and exporting of **PARTHENON** Greek olives. Today, the company is a leading table olive packer for the foodservice and retail markets, while its products are exported to more than 50 countries.

The Georgoudis family operates a large-scale contract farming programme that enables vertical integration and sustainability within the supply chain. Always striving for excellence, the company offers the best-available quality of olives, processed



in a state-of-the-art facility and certified as ISO 9001, ISO 22000, ISO 22005, BRC, IFS, kosher, non-GMO and organic.

For more information, visit www.olives.gr.

While product packaging started out as a means to ensure product quality, since the emergence of mainstream brands in the early part of the last century, packaging developed an entirely new function – to attract shopper attention and tempt them to make a purchase.

As Loe Limpens, private-label consultant and managing partner of Yellow Dress Retail, explained in the book *The Private Label Revolution*, packaging design has developed into a specialist industry, creating what is dubbed in the industry the

FOURNILS DE CONSTANCE

HALL 3, STAND F-4162

Fournils de Constance's mission is to ensure its clients' businesses run smoothly. Offering a complete range of frozen bread, viennoiserie and tarts, the company has adapted itself to meet the needs and expectations of its customers by producing high-quality products that are easy to prepare.

The company's strength is its high-value environmental approach. Its farming partners are committed to responsible farming through preserving biodiversity, adopting a sustainable phytosanitary strategy, and



sustainable management of both the land and the water used.

"When I started in the industry, the life cycle for private-label design was seven or eight years. Nowadays, it's two years, or even less in many cases. You need to stay relevant to your customer, and as such you need to change your visual identity very often."

Loe Limpens
Yellow Dress Retail

FÉDÉRATION DES ENTREPRISES ET ENTREPRENEURS DE FRANCE (FEEF)

HALL 2, STAND F-4003

Fédération des Entreprises et Entrepreneurs de France (FEEF), the leading network of independent French consumer goods businesses, provides a number of platforms for the country's SMEs to gain a foothold in the retail sector.

FEEF is focused on developing closer links between French suppliers and the retail sector by ensuring that their output is targeted specifically to a particular retailer's needs, ensuring a win-win dynamic, and that a long-term, sustainable relationship can be



achieved. FEEF's network includes around 900 French manufacturer SMEs in the consumer goods industry, in both the branded and private-label sectors, and around 50% of its network is also export focused. For more information about FEEF, visit www.feef.org.

'silent salesman': attractive, differentiating packaging design. When it comes to private-label packaging design, until recently the main goal of said packaging was to reflect a particular pricing 'tier', and/or position a product in keeping with the language of a particular category.

Now, however, private label is being seen as a differentiator by retailers, Limpens explains, and the design should both reflect the retailer's identity as well as the rapidly-changing needs of the shopper.

"Private-label packaging design has a shorter life cycle nowadays," Limpens tells *ESM*. "The society we live in is much more visual-driven than it was in the past. We see as many images in half a day as someone living in the Middle Ages would have seen in their entire life. With that in mind, it's really important to make people notice you; when something is a few weeks, or even a few days old, they are bored with it, and won't look at it any more."

Changing Role

In the early days of private label, in the 1970s, generic labels in plain white, no-frills packaging were adopted by retailers, with the aim of keeping the price as low as possible. Retailers had little knowledge of packaging design – this was the responsibility of brand owners, after all – and the product itself was generally of lower quality than the brand equivalent. Therefore, basic packaging was perfectly suited for a





Fresh Focus Fresh produce innovation is a growing areas of focus at PLMA World of Private Label

ONLINE CHALLENGES

While private-label packaging has grown in sophistication, it also faces challenges from the growth of e-commerce. As Loe Limpens explains in *The Private Label Revolution*, in ten years' time, it is expected that 25% of all grocery shopping will be done online, which could have as much of an impact as the emergence of the discounters. In the bricks and mortar world, efforts made to enhance the packaging and sophistication of private label can be experienced by consumers in store. Online, however, the product is reduced to an avatar of less than two centimetres, reducing design elements to almost nothing. Voice-driven shopping may remove the need for packaging to have a visual element altogether. This is likely to present a fundamental challenge for the store brand industry as it strives for consumer recognition in a competitive marketplace.

BITREX

HOLLAND HALL, STAND N-222

Bitrex is the world's leading bittering agent, helping manufacturers make products safer for over 60 years. The company's bright red logo can be found on everything from cleaning products and cosmetics to garden and automotive products.

Just a single drop of Bitrex makes a product taste so bitter that a child will likely spit it out, giving parents time to react. Bitrex's team of experts will be on hand at PLMA to show you how to do your part to keep kids safe.



Visit Bitrex at Holland Hall, Stand N-222, at PLMA Amsterdam (21-22 May).

HÄLSSSEN & LYON

STAND F-5023

The tea experts at Hälsßen & Lyon now offer customisable varieties of powders for trendy tea beverages with the full flavour and benefits of the ingredients, as they are not merely infused, but consumed whole.

Tea Powders are microground powders of speciality leaf teas, equivalent to the popular Matcha, but now made from premium black, green or oolong teas, to be stirred into hot or



cold water or milk. Latte Powders are finely ground herbal, spice or vegetable powders that can be frothed with milk to obtain creamy, colourful latte drinks.

basic product.

While this hampered the rapid development of private labels, the emergence of 'good-better-best' architectures in the early 2000s ushered in a new era for private label, and for private-label packaging.

For example, the packaging design of the standard, or better, private-label range, was used to communicate the message that the product was of the 'same quality as the leading brand, but at a lower price'. Similarly, the value, or 'good' tier, could communicate its value-for-money credentials.

As Limpens explains, a well-developed private-label architecture with multiple tiers helps to support retailers in balancing the price and quality perception of consumers. Each tier, in turn, has traditionally used a grid, which contains fixed elements that are in keeping with the role of the private label both within its category and throughout the store. Generally, there is a connection between the number of SKUs in a particular private-label tier, and the number of fixed components that need to be laid down in a grid. If a range has few SKUs, the grid elements are more promi-

ment. If the range has a lot of SKUs, a looser grid can be used.

But this is changing. As a result of globalisation, more well-travelled consumers, and social media, retailers are being more experimental with their private-label structures.

“When I started in the industry, the life cycle for private-label design was seven or eight years. Nowadays, it’s two years, or even less in many cases,” Limpens explains. “You need to stay relevant to your customer, and as such you need to change your visual identity very often.”

In many cases, these changes are being driven, either directly or indirectly, by startup brands, which are bringing a sense of urgency to the grocery space; something retailer private labels need to respond to.

“Start-up brands are using a new visual language, and while previously, you

“Start-up brands are using a new visual language, and while previously, you might have designed in keeping with the language of the ‘category’, they really want to create a different proposition.”

Loe Limpens
Yellow Dress Retail

might have designed in keeping with the language of the ‘category’, they really want to create a different proposition,” Limpens adds. “In turn, that influences the wider language of the category.”

Keeping Ahead Of Trends

In *The Private Label Revolution*, Limpens cites the example of Coop Switzerland, which boasts a private-label market share that is one of the highest in Europe, at 50%. Coop Switzerland’s packaging design department processes around 6,500 SKUs per year, with an average project duration of six to nine weeks, depending on the packaging concept. With new private-label brands, this process can take up to a year.

Coop is also home to one of the most highly-regarded brands in the Swiss market, Naturaplan, which has been around for more than 20 years, and helped kick-start the organic food movement in Switzerland.

While this loyalty remains unchanged, Coop has also realised that the standards expected today may be different to those of two decades ago, prompting it to launch Karma, a vegan special interest brand located between the mid- and premium tiers.

“Karma is a new startup brand that is positioned more in keeping with what organic stands for these days,” says Limpens. “Coop has also developed stores that only serve Karma products.”

In addition, Coop has also gone one step further, with the development of its Betty Bossi division, which was borne out of the retailer’s takeover of a cookbook publisher back in 2001, and originally dates back to the 1950s. Now, Betty Bossi operates as a centre for product development and international food trend watching.

“Coop uses it to develop and test new concepts, such as the new Fooby store,” says Limpens. “This was the visualisation of its Fooby internet arm, through which it has engaged with its customers and developed a more personal service.”

Professional Outlook

According to Limpens, retailers now see increased professionalisation as a prerequisite for further growth in private label – store brands need to commit to innovation and continuous new product development on a par with, or in many cases exceeding, that of mainstream brands.

Retailers see private-label packaging as an investment rather than a cost, and bring on board brand specialists to strategise that

GEOHELLAS S.A.

EUROPAHAL, STAND F-5043

Geohellas S.A., headquartered in Athens, Greece, is an innovative technical clays company that specialises in the production of premium-quality clay cat litter.

Using selectively mined, excellent-quality attapulgite and saponite/bentonite clays, Geohellas guarantees the development of natural, top-quality clay cat litters (clumping ultra-compact and absorbent, lightweight), through private labels, as well as through its own brands, Imperial Care,



Cat Leader and Who Cares.

Geohellas holds the patent for a unique, Silver Ion-based, antibacterial cat litter that provides a 99.9% bacteria-free cat litter tray. The company's newest innovation, Odour Attack, uses an advanced science formula for targeted odour elimination.

SIOURAS

STAND F-9012

Siouras S.A. was established as a family-owned business in 1926, with the exclusive purpose of producing excellent quality Greek olives and vegetables. Today, the third generation of the same family runs the business, combining tradition and experience with technology and new ideas.

Siouras is located in Volos, central Greece, one of the richest regions in terms of olive production, and exports products to Europe,



the US, Canada, Australia, South America, the Middle East and the Far East. Find out more at Stand F-9012 at PLMA World of Private Label.

retailer's next move, or how best to capitalise on an emerging trend. This in turn leads to a rethink of the traditional private-label architecture and the emergence of a more fluid approach to design.

In addition, this can also give private-label manufacturers an advantage over major brands, which are perhaps not as adept at seizing the 'now'.

"If you are a national brand, it can take up to two years to launch a new product and bring it to market, and by that time, the concept you are hoping to tap into could be outdated," says Limpens.

"For major organisations, it's getting more and more challenging to be up to date, and that's why you have so many large companies investing in small startups in order to get this innovation back in house. Private label has a real advantage in terms of getting products to market, fast." ■

To order a copy of *The Private Label Revolution*, visit www.iplc-europe.com



Growth Areas The event features a wide range of non-food categories

PREMIUM QUALITY CAT LITTERS

INNOVATIVE ADDITIVES



ODOUR ATTACK:
Double action for
TARGETED
odour elimination



ANTIMICROBIAL:
New generation
of antimicrobial cat litter
with **SILVER IONS**





PLMA 2019
EuropaHall
Stand F5043

"Your partner for large and small scale solutions"

petcare@geohellas.com
www.geohellas.com



GEOHELLAS
Technical clays. Natural solutions.