

Pressure-Sensitive Labels Favored

Study Shows Pressure-Sensitive Plastic Labels Significantly Preferred for Ready-to-Drink Tea Application

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 bottle containing peach tea. The goal of the study was to determine consumer label preference in the ready-to-drink tea category.

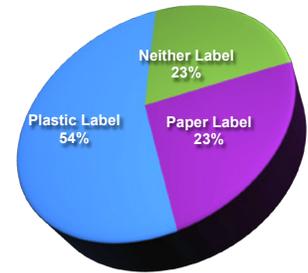


Pressure-Sensitive Clear-on-Clear Label Preferred 2-to-1

Of the 300 online survey responses, 55% of them indicated that they would be most likely to purchase the beverage with the pressure-sensitive label. This result gives the pressure-sensitive label a statistically significant edge over the white label in this beverage application.

A Clear Winner

When asked why they preferred the transparent pressure-sensitive label, consumers most often cited the visibility of the tea through the labeled container as the dominant reason. A high percentage of them also found the pressure-sensitive label to be more attractive and appealing than the paper label, with a fresh, cleaner, less distracting look that influenced their selection.



Positive Product Associations

The study also found that consumers are significantly more likely to associate positive product attributes with the pressure-sensitive beverage label. Key associations where pressure sensitive held a statistically significant advantage over paper labels included:

- Appealing
- Sophisticated
- Contemporary
- Unique
- Pure
- Premium Product
- Natural/Organic
- Flavorful

The pressure-sensitive beverage label also received high marks for the product associations of “quality,” “light” and “refreshing,” rated by the respondents as the most important product associations for beverages.

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 also influence sales.



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