



WHITLAM GROUP

Consumer Goods

Labels are an essential component of consumer goods products.

They not only draw consumers in, persuading them to purchase, they also convey important information. Typically encompassing branding elements, ingredients, nutritional facts, instructions for use, and safety warnings, these labels empower consumers to make informed purchasing decisions. With strong label design, brands can effectively communicate this information to create a strong impact on consumers. However, all consumer goods markets face challenges when it comes to executing their label in a unique, cost-effective and practical way. Luckily, there are many solutions available to help brands make the most of their labels.



Consumer Goods Markets

Consumer goods span across diverse categories, including:



Food & Beverage

Examples: Beer, Wine, Juice, Hummus, Salsa, Seasonings



Health & Beauty

Examples: Makeup, Skincare, Shampoo, Soap



Household Products

Examples: Cleaning Products, Sprays, Candles, Pet Products



Cannabis

Examples: Edibles, Pre-Rolls, CBD Products

Solutions for Consumer Goods

Consumer goods labels encounter various hurdles. Below are tailored solutions for common challenges.

Materials, Inks & Varnishes

Challenge 1: Standing out from the competition

In a market saturated with choices, standing out is essential to capturing consumer attention. One effective strategy is to differentiate your product through creative label design. By experimenting with various materials, varnishes, and inks, you can craft a label that sets your product apart from the competition. For example, printing your label on metallic, kraft, or clear materials allows you to create unique visual effects by letting the material peek through in specific areas. Varnishes can add a textural element, making labels glossy or matte in certain areas or over the entire label. Using special inks like glow-in-the-dark, fluorescent, or scented inks can further enhance your label's appeal, engaging multiple senses and leaving a memorable impression on consumers.



Challenge 2: Having a safe and durable label

For markets like food & beverage, it is of utmost importance that their labels are made from food-safe materials. Whitlam Group offers varnishes, inks, base materials and adhesives that are food-safe, as well as direct food contact-safe and FDA Compliant labels if needed. Additionally, label durability is crucial to ensure they remain affixed to products. For example, labels on food and beverage items must withstand refrigeration or freezing temperatures. Similarly, household products containing chemicals require labels made from durable materials to resist breakdown. Whitlam Group provides a diverse selection of durable materials tailored to your product's needs, offering expert guidance to find the best fit.



Digital Printing

Challenge: Keeping costs down with diverse product lines and fluctuating demand

Digital printing is a great option for brands that have multiple products and lower volumes. In the food & beverage, cannabis, and health & beauty industry, digital printing is very common. For instance, let's say you offer 8 flavors of hummus. If you were to print them using flexographic methods, you'd need separate plates for each flavor. Plus, any changes would require new plates, incurring additional costs. However, with digital printing, there are no plate expenses. You can group multiple copies together, ensuring continuous printing without press interruptions, thus minimizing costs. Whether it's updating ingredients or rolling out seasonal labels, you can simply provide new files for printing, making the process seamless and cost-effective.



Promotional Labels

Challenge: Finding practical ways to increase sales

Promotional labels are known for helping to increase sales, sell products faster, satisfy loyal customers, gain new customers, and drown out competitor's advertising. They encourage consumers to make repeat purchases which increases brand loyalty. Piggyback labels are a type of promotional label that adhere directly to products. When the top layer (redeemable portion) is peeled off, no adhesive residue remains. Piggyback labels give you extra space on the back to add additional information such as terms and conditions, barcode information and more. When they are instantly redeemable, they often encourage impulse purchases. These are common in all types of consumer goods labels, but especially in the food & beverage and household products markets.



Variable Data Printing

Challenge: Producing a large quantity of labels with different information

Variable data printing, or VDP, is a form of on-demand digital printing which allows elements such as graphics, images, text and barcodes to be printed with information from a database without slowing down or stopping the printing process. If you have a series of labels that each have the same basic layout, but need different information on each, variable data printing is the perfect solution. Some health & beauty products use VDP to personalize products with their customer's names. In the cannabis market, VDP can be especially useful when considering the legal requirements such as lot numbers, dates, testing locations and so on needed on the label. Rather than create each label separately, VDP helps save time and money by automating the creation of the different versions needed.



Extended Content Labels

Challenge: Fitting a lot of information on a label

Extended Content Labels or ECLs are often used for products with extensive product information. ECLs use additional sides and panels to hold more information, without making labels look cluttered or illegible. Peel & reseal labels offer the flexibility of printing information on both sides of the label or on a single side, with the label wrapped around the container multiple times. The label is peeled back from the container to reveal additional information, then re-applied to the container. In household products this is a popular solution, as they often have lengthy usage and safety precaution information. It is also common in the health & beauty market on products like supplements and vitamins, as well as on small products where there isn't a lot of real-estate, like chapsticks and lipglosses.



Tamper Evident Labels

Challenge: Ensuring your product is safe to use once it reaches your consumer

Tamper-evident labels are designed to change appearance when tampered with, providing assurance to consumers. Widely utilized in the food & beverage, health & beauty, and cannabis industries, they offer peace of mind by indicating product integrity. Typically featuring a seal or tab that breaks upon opening, these labels reassure consumers that the product is safe to use if the seal remains intact, serving as a visible indicator of tamper-free packaging.



Learn More

Creating effective consumer goods labels demands a balance of aesthetics, safety, functionality, and cost-effectiveness. At Whitlam Group, we specialize in crafting labels that meet these exacting standards. Contact us today to elevate your brand's labeling strategy.

Sources: <https://meyers.com/meyers-blog/all-about-product-labels/>

Memberships and Affiliations



Certifications



Intertek

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About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at www.whitlam.com



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