

BULLETIN

Late stage customisation; how to do it cost effectively



In recent years, an emerging trend; create flexibility and improve customer brand relationship through personalisation is becoming increasingly appealing to both brand and the customer. In this article we will focus on personalisation through late stage customisation and how to do it cost effectively!

Personalisation creates opportunities in new markets and provides unique consumer experience, increasing brand loyalty all whilst adding value to their products. Done well, it is a cost-effective method creating consumer engagement through tailored one to one dialogue; in turn creating brand recognition and loyalty. Choosing the right strategy and investment

in late stage customisation (LSC) technologies is fundamental. To maximise benefits from this method of consumer engagement, we must firstly understand expected outputs and batch sizes for a given SKU (stock keeping unit) which in turn identifies an appropriate technology for personalisation. There is a wide range of tailored solutions available for small to large brands!

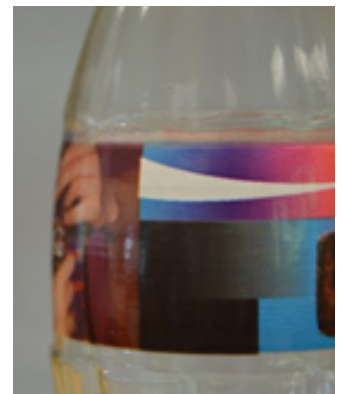


Lush's labels used to personalise and express the handmade nature of the product

Print and apply label systems is a simple technology; widely used to re-label products when a pre-printed package requires differentiation/translated information to reach out to new markets. It is a quick and easy way to create change and can be used to personalise products with flexibility. Notably, Lush expresses the handmade nature of their products in this way, by promoting the person who hand made the product, when it was made and best used by date.

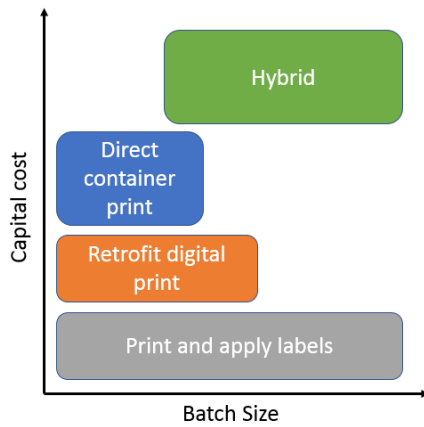
On-line or retrofit digital print systems are also a great option for the converters or in-house packaging lines. Cost effective digital ink technology can be applied directly to a web handling system. This utilises existing equipment permitting the producer to leverage current investments whilst achieving the same benefits from an in-line digital printing press. The introduction of this technology adds variability to long runs or affordability to short runs of printed material. Direct to container print is an emerging technology which, in recent years, has been developed and made cheaper. Printing

digitally directly to the packaging eliminates the need for additional substrates and can be retrofitted to existing lines. Latest developments have allowed non-flat surfaces to be printed with robust ink in spectrums of colour. The technology allows for significant pack print (using the artwork can highlight key features of the product or packaging) with variability to the artwork creating differentiation on shelf.



An example of direct container print on a non flat surface

Hybrid systems combine conventional and digital printing techniques allowing mass manufacture with variability to their artwork. Artwork areas that are consistent are printed using conventional printing (often litho print) and section/s where variability is required, digital printing or combinations as



Typical example of LSC technologies (cost vs size)

necessary. This method of printing saves time, increases output (artwork dependent) and creates a cost reduction to high volume printing compared to using digital alone.

However, to truly ensure cost effective LSC, an appropriate artwork management system needs to be implemented; combined with the appropriate print technology. Artwork management systems are key to producing variability from artwork input to application. There are even artwork systems that audit and ease the creation, change and

approval of artwork.

To conclude, carefully consider the appropriate technology to implement personalisation through late stage customisation. iDi Pac Ltd is an expert packaging and supply chain consultancy who understands late stage customisation techniques. We support brands to expand their businesses with ease, through our experience and understanding the process of implementation. Talk to us to find out more about late stage customisation and how it can develop your business.



(Examples of digital print)

Here are some great examples of what is now achievable from digital print. The sample on the top shows how white inks can be printed onto coloured substrate. Sample to the left shows silver inks printed on to a coloured substrate, moving away from foils. Sample to the right shows clear inks printed onto the substrate, creating depth and texture.

The next iDi Pac webinar series will be out soon, focusing on Sustainability



Plastic and sustainability are always hot topics, but even more so than ever before.

Times are changing, and they're changing fast, so if you're working on any level of the packaging industry, we'd love for you to join us for our next webinar series on real "Sustainability" in Packaging and the Supply Chain.

To sign up please email tellmemore@idipac.com and don't forget our past webinars can be viewed on the iDi Pac website.



"Solving your product and supply chain challenges through effective design and pragmatically engineered packaging solutions."

We are able to achieve this through a great team, with high levels of technical expertise and broad industrial experience. This wider experience allowing us to look at issues innovatively and from more diverse perspectives.

Our belief is that by innovating around your brief we are able to deliver excellence in thinking; our contributions to a number of patents bear testimony to that ability. As Packaging and Supply Chain experts we understand the diverse needs, and as a consequence see opportunity when others may not; driving efficiency, reducing costs and creating business benefit for you.

Our client base demonstrates that the combination of in-house expertise, our wider industry knowledge and the service we deliver is valued and that our clients can rely upon us to look after their reputations through great solutions that we can all take pride in.