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New label broadens consumer perception with contemporary shelf-appeal

In the ever-changing diet and health food landscape, staying on trend is key. But, offering the latest in weight-loss products is only part of the equation; it also needs to stand out at the shelf. It is estimated that products have approximately 2.6 seconds to grab consumers’ attention while shopping. Innovative labeling and packaging are two of the most powerful ways for brand managers to communicate with consumers and influence their purchasing decisions. By putting the two pieces together—product and packaging—an appealing partnership is formed.

Slim-Fast® Updates its Look with New Lifestyle Approach

For over 25 years dieters have turned to Slim-Fast® shakes in a can as an on-the-go meal-replacement drink. The original appeal of the beverage was the portable canister, but consumers soon realized the packaging was not always travel friendly. The shakes, similar to a can of soda, were not re-closable. This forced consumers to drink the product in one sitting or risk spilling. Slim-Fast realized a different tactic was needed.

“A new approach is necessary that is more positive and holistic,” said Wesley Boas, senior brand manager, Slim-Fast. “The weight-management category is extremely competitive. We’re in a time of transition for Slim-Fast and are looking to contemporize the brand. Women are taking a new approach to weight management, and it’s more about lifestyle than food deprivation.”



“By having the convenience of an on-the-go bottle that would fit with consumers’ active lifestyles, we also needed a look that immediately connects with customers at the shelf. The roll-fed sleeve film gives the contoured bottle, which is more visually in line with the ideal feminine shape, a contemporary design.”

*Wesley Boas,
senior brand manager, Slim-Fast*

Modern Look with Roll-Fed Sleeve

As one of the top-selling brands, and wanting to stay competitive, Slim-Fast decided to evolve its cans into a re-sealable HDPE container and to update the label design to more strongly align with the changing lifestyle perceptions. To support the launch of the new bottle, the brand created a 360-degree marketing campaign called “Vow to Wow.” The campaign encourages women to use the products to look great for special events, such as vacations and reunions. To help convey that message, Avery Dennison’s Polyphane™ Fit roll-fed sleeve film was the labeling solution.

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The new 10-ounce bottles are sold in packs of four, eight and 20, and come in five flavors: Creamy Milk Chocolate, French Vanilla, Rich Chocolate Royale, Cappuccino Delight and Strawberries ‘N’ Cream.

Combining shelf appeal with overall performance

The Polyphane Fit roll-fed film label material is a proprietary polyolefin that is machine direction orientated. This provides high tensile strength properties and excellent on-press stability. It does not require refrigerated freight or air-conditioned storage because the film has higher shrink initiation temperatures versus conventional sleeve label materials.

The material carries approximately 15-20 percent less total applied cost compared to standard shrink sleeve and no special equipment is needed at the converter to print the material or do inline seaming. The label features 97-percent clarity, which helps convey an eye-catching graphical presentation.

Polyphane Fit is also a highly efficient and cost-effective decoration alternative because it can be printed using flexo, gravure, offset and digital; wrap up to 60,000 bottles per hour; run on conventional wraparound equipment; and be applied with all seaming processes, including hot-melt adhesive, UV adhesive, solvent, heat sealing and laser.

Seeing it Through to Product Realization

With the help of Sidel and its seeming equipment, the new label features 360 degrees of graphic capabilities and has a tamper-evident portion that extends over the cap top with perforations for easy removal and opening. The high-speed label application is able to produce 850 bottles per minute. Graphically, the label features a larger milkshake visual than the previous can version and promotes the company's 3-2-1-diet plan. Nutritional facts are on the backside.

“To help update the Slim-Fast brand, it was vital that the heritage cues in the new design meet the customer's standards for graphics management,” said Domenick Bottini, manager of national markets, Fort Dearborn Company. “The nine to ten color labels deliver the kind of optimal brand packaging recognized with consumers that helps make rebranding efforts a success.”

As with any new product adaptation, the process needs to be monitored carefully. During the initial trial runs, Avery Dennison was present to ensure the highest quality sleeves were produced that would deliver superior brand recognition for Slim-Fast.

“We proactively worked through every step of the production process throughout the first production line,” said Pamela Thornton, business development manager, beverages, Avery Dennison Label and Packaging Materials. “Our goal is to always communicate throughout the beverage supply chain so as to best develop solutions that elevate the brand message and operationally fit the fast-paced beverage manufacturing system.”

Change is Good

Not only is the new look for Slim-Fast increasing the popularity of the brand and offering a convenient portable option, recent taste tests have concluded both current and non-Slim-Fast users prefer the taste of the new, bottled shakes to the previous canned versions.

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