

Packaging and labelling



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The common factor in these views of the beer shelves is that the presentation of the product is uniformly superb. All of which adds up to a very difficult choice for the purchaser, torn between brand loyalty, the 'wow' factor of a pack and the attractions of '2 for ..'.

By Michael Parsons

The shelves are packed with a brilliant display of fiercely competing brands. The rate of sale for a leading lager brand selling at regular prices in one branch of a major UK supermarket would be in the order of 200 4-packs per week in February, rising to around 400 in August. That is the top end of the market, while a leading 4-pack ale in a similar supermarket could expect to sell 30–40 units per week out of season at regular prices, rising to 50–60 units in season. Those figures suggest that lager accounts for around 87% of sales volume which emphasises how tough the market is for the niche products.

The other factors that will complicate this average sales estimate will be position, position – and promotion. Off-the-shelf invitations to 'Save £ . . .' and other glittering prizes could drive sales 40–60% higher, while side stacks and aisle ends probably see sales double. The weekly sales of a large pack (24 cans) of a leading lager again depend on position and promotional activity, but might range from around 50–100 cases per week when off-promotion out of season to over 500 cases per week on-promotion in season.

These figures are no more than an indication of the rates of sale in a fairly large supermarket in a high populated inner city area – small supermarkets in less populated areas would obviously sell less. Whether you are surprised or not by the volumes – the key multiplier is the number of stores.

However one still comes back to

Colour changing and temperature reactive products for progressive beverage marketing

B&H Colour Change Ltd, part of LCR Hallcrest, the international world leader in Colour Changing Temperature Indicating Technology specialises in the micro-encapsulation of liquid crystal compounds and the development and manufacturing of products and inks that change colour.

As a world leader in the development of temperature reactive

technology the Group's inks give a USP to labels and packaging; Smart packaging and the creative use of specialist ink technology plays an increasingly important role in the way drink brands interact with the consumer audience, by enhancing the product, differentiating the brand from its competitors and increasing sales volume.

B&H Colour Change's thermochromic labels and ink for inline printing onto bottle labels can be achieved with the whole label or a small part of the label changing colour at a selected temperature to show when the beverage is at the correct temperature for consumption. The

Group's most recent success is the launch of its colour changing thermochromic cold reactive inks on Coors Bottle Labels across the United States with the bottle label design changing colour from white to blue indicating a 'Cold Activated Bottle'.

Bottle shrink sleeves can be preprinted with thermochromic inks prior to sleeving. Board packaging for take-home multipacks can be printed with thermochromic inks to encourage consumers to chill them in the fridge.

Special temperature indicator labels can also be attached to inner wine bags showing the consumer (through an aperture in the outer box) when the wine is perfectly and correctly chilled for drinking.

As a world

leader in the development of thermochromic materials through to micro-encapsulation and in-house manufacturing, both in the EU and USA, we are here to tailor our products to your requirements.

View www.drinkpromo.com to see how B&H's 'smart' ink technology can interact with the brand and the consumer creating a uniquely enjoyable experience, or call Tel: 08454 584121.



B&H Colour Change