

Use imaginative labels to meet legislative requirements

There has been a significant increase in mandatory information that must appear on food labels, including details regarding the product identification, ingredients, allergens, usage and so on, following new legislation in South Africa. Brand owners are now forced to re-evaluate how their products are packaged.



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Timothy Beattie, GM of Pyrotec PackMedia, a provider of on-pack solutions, summarises what this new legislation entails. "All information pertaining to the contents of the packaging must be indicated and all nutritional information should be substantiated, clearly represented and qualified. No misleading statements are allowed, ingredients need to be listed in the correct order and allergens, warnings and precautions need to be specified as per the defined parameters.

"This can lead to the label appearing cluttered or lacking sufficient space."

While it is for the benefit of the consumer, it can present a new set of challenges for brand owners. For many this entails a series of fundamental changes to product labelling and potentially even packaging design. However, by incorporating a clever on-pack campaign that not complies with these regulations but also engages the consumer, brand owners can turn this to their advantage.

"Brand owners could amplify their compliance by using the opportunity to give their packaging a slick new look, or promoting the benefits of the new packaging through an eye-catching neck tag."

Another solution would be to seek out labels that offer multi-dimensional or multi-layered options.

"This is a valuable opportunity to build brand relationships through trusted communication with the customer. Ultimately, this will enhance brand loyalty through the consumers' new perceptions of their brand's health and safety credentials," he concludes.

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