

Branding by Banding boosts selectability from the shelf

Branding by Banding is a concept presented collectively by banding machine manufacturer Bandall and specialist printer Max. Aarts B.V. This concept combines optimal portrayal of the package using distinct and well positioned banding, significantly increasing the selectability from the shelf.

Director at Bandall, Bram van Roosmalen, talks about *Branding by Banding*: "It is in the interest of our clients, whether retailers, manufacturers or marketers, to adopt a packaging concept that works. This is the reason that we promote *Branding by Banding*, a concept that we have developed collectively, rather than the partners behind it. Together we aid the customer by taking them through the *Branding by Banding* concept step by step. That is, from the initial idea through to the final design." "Changing an existing packaging to a new one is often an extensive and costly process", André Prophitious, Director at Max. Aarts B.V. explains from experience. "Understandably; the stakes are considerable. A band is often a good alternative as the product packaging itself remains unaffected. That is why we frequently meet with the retailer, the marketing specialist *and* the advertising bureau to achieve the optimal band design."

Marketing medium for food and non-food

André Prophitious has no hesitation in stating that the *Branding by Banding* concept facilitates more invitations from customers to meet with the retailers. The bigger concerns are increasingly involved in how products will be presented in their displays. This is as much the case for non-food products; whether they are boots, plastics or textiles *Branding by Banding* is an interesting marketing medium.

Innovation

Alongside traditional labelling banding commands a respected position as a means to present a product. "A few years ago that was quite different", remembers Bram van Roosmalen. "We used to need to explain what banding is." By continuing to innovate and share ideas together with customers, they are moving with and anticipating the market and packaging trends of the moment. Consider mat or transparent designs, allowing the product itself to star.

Hire supports introductions

Very often the *Branding by Banding* concept is used in introducing new products. Here there will always be an element of uncertaintly and the owner may not wish to make immediate long term investments. Bram van Roosmalen: "Particularly in these types of circumstances we hire out our machines. Often such rentals result in purchase of the equipment." One advantage of this opportunity to hire is the possibility to order very small amounts of the printed banding. This really makes it worthwhile to use banding to introduce new products.

Ecology

Both companies behind the Branding by Banding concept are keen advocates of ecological choices. Banding offers many opportunities here. A paper band can be recycled in its entirety. For adhesion there is a completely biodegradable adhesive. Additionally the waste volume is lower than that for labels. Only the core remains from each roll, where for self-adhesive labels all of the backing paper (carrier) remains. "Linerless labelling", is the term André Prophitious uses. Bram van Roosmalen adds: "Shrink film is often used for promotional packaging. A huge volume of material and energy are required in order to shrink wrap. If you band the promotional pack then a small fraction of that material is needed."

Branding and product dazzle together

Banding in the form of a printed paper or plastic strip around a product package has great capacity to differentiate. Also, it provides all the space needed to print corporate identity, brand promises, and brand awareness supporting visuals and texts. But also information related to nutritional values, ingredients and source details often requird by legislation. The product itself remains visible.

Both directors expect that over the next few years the *Branding by Banding* concept will expand further both nationally and internationally. They feel confident that the marketplace, the *Branding by Banding* partners and the worldwide dealer network are ready.