

Hire supports introductions

Very often the *Branding by Banding* concept is used in introducing new products. Here there will always be an element of uncertainty 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 Proffitius 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 required 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.