

Innovation improves shelf appeal and productivity



**Together,
we can.**

“Avery Dennison provides products of outstanding quality, backed up by technical expertise and reliable customer service. The customized reclosure packaging solution they developed for us met all our stringent requirements and has delivered significant cost savings. Avery Dennison is an innovative global leader in the labeling industry, with a well-deserved reputation for excellence”

Mr Chen Junping, General Manager, Guangzhou Baihua Daily-Used Articles Co. Ltd



Succeeding in challenging times

Guangzhou Baihua Daily-Used Articles Co. Ltd, located in Guangzhou, China, is one of the first manufacturers in the south of the country to specialize in making wet tissues. A privately owned company, Baihua employs approximately 100 people.

Besides their own “Waddy” brand, Baihua provides OEM services and customized products for retail customers. Their wet tissue range of well-known international brands sell in local markets and also overseas, in countries such as Canada, Hong Kong, Argentina, Saudi Arabia and Malaysia.

As the world economic situation became more challenging, Baihua recognized the need to improve productivity in order to remain competitive and expand market share. They were also faced with a new global packaging trend for wet tissues—the use of reclosure packs rather than individual plastic pouches.

Baihua decided that they had to update their product packaging, so they approached Avery Dennison for advice. The new packaging, which incorporated a reclosure pressure-sensitive label, delivered a huge 20% increase in converting productivity, as well as a 25% annual increase in sales, due to the improved shelf appeal. Over the last few years, as the business has grown, Baihua has developed a close working partnership with Avery Dennison, making regular purchases of re-closure materials for their various applications.

Understanding customer needs

When Baihua wanted to further explore the wet tissue market in China by developing their “Waddy” brand range, they looked for a label partner that could provide quality, expert technical service and a competitive price. It was also important that the wet tissue packaging should keep up with global trends. That made Avery Dennison the obvious choice.

After gaining an understanding of the customer’s needs, Avery Dennison recommended Fasson® reclosure pressure-sensitive

labels. Avery Dennison then customized a technical solution that would meet the practical demands of the application requirements, deliver cost savings and have eye-catching shelf appeal.

Key application requirements

A re-closure application has very different requirements to that of traditional pressure-sensitive labels. The facestock of the new wet tissue label has to:

- peel many times without leaving adhesive residue on the package or tearing the package or facestock
- have no crinkling or curling; no bubbling after labeling and peeling; no color change
- prevent vapor release or leaking from the package.

In addition, the pressure-sensitive adhesive needs to:

- have no pungent adhesive odor
- perform well at both high and low temperatures.

“The marketing and technical people from Avery Dennison are energetic and professional. Because they have always been very patient in helping us resolve past technical issues, we knew that they would be able to develop a product to meet the demands of this new re-closure application,” says Mr Chen Junping.

A collaborative business relationship

Reliable product quality is always important, but Avery Dennison offers so much more. Because of the excellent customer support Baihua received during the development of the re-closure label, they have come to trust and respect the Fasson brand completely. Baihua now values Avery Dennison as a professional business partner. Whether it is the development of a customized product, help with solving a tricky technical issue, or the provision of training in-house or at the Avery Dennison Converting College, the Avery Dennison team delivers what the customer needs.





“Avery Dennison has a really strong commitment to quality and service,” comments Mr Chen. “Their professional expertise, excellent communication and fast response times make it a pleasure to deal with them.”

The Avery Dennison solution

The original wet tissue packaging consisted of 10 pieces of tissue, each in its own plastic pouch. Responding to Baihua’s request, Avery Dennison designed two customized re-closure products, to meet the specific requirements of the various wet tissue brands that Baihua manufactures. To meet different customer needs, one has a synthetic paper/white glassine facestock, while the other facestock is clear BOPP/white glassine. In each case, even after peeling over 100 times, the package and facestock showed no visible changes.

Two new pressure-sensitive re-closure adhesives were also developed for Baihua as part of this project. Both provide stable performance for wet tissue applications at high or low temperatures. There is no pungent adhesive odor and, because they are transparent and colorless, they are suitable to use on wet tissues.

Packaging innovation

As a result of these innovations, the wet tissue packaging was changed, so that now, there is only one large pouch, with a single reclosure pressure-sensitive label. This has made it possible to automate the labeling process, delivering a 10% packaging cost reduction and a 20% increase in converting productivity. Baihua has identified many benefits to be gained from this customized re-closure, which is helping them to further explore the wet tissue market in China. Over the last two years, sales have increased around 25% annually, and the company is now also using the reclosure Fasson pressure-sensitive labels for their OEM products.

Growing together

Working closely with industry partners, Avery Dennison develops innovative products that help customers to grow their businesses. With access to cost-effective, purpose-designed labeling solutions from Avery Dennison, companies are able to expand and open up new markets, which benefits all involved. A global business with a local presence in many countries, Avery Dennison backs up quality products with excellent customer service and expert technical advice. That’s what collaboration is all about.

AT A GLANCE

THE CHALLENGES

With profit margins being squeezed, Baihua needed to find a way to cut packaging costs in order to ensure their “Waddy” wet tissues were competitively priced. The package also had to be attractive to consumers.

THE SOLUTION

Avery Dennison developed a customized reclosure pressure-sensitive label for Baihua. The facestock allowed the wet tissue pouch to be opened and re-closed many times without wrinkling or package damage, while the adhesive was odorless and could be released easily.

CUSTOMER BENEFITS

- 10% cost saving on packaging
- 20% increase in productivity by converting from manual to auto-labeling
- 25% annual sales increase over the last two years



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