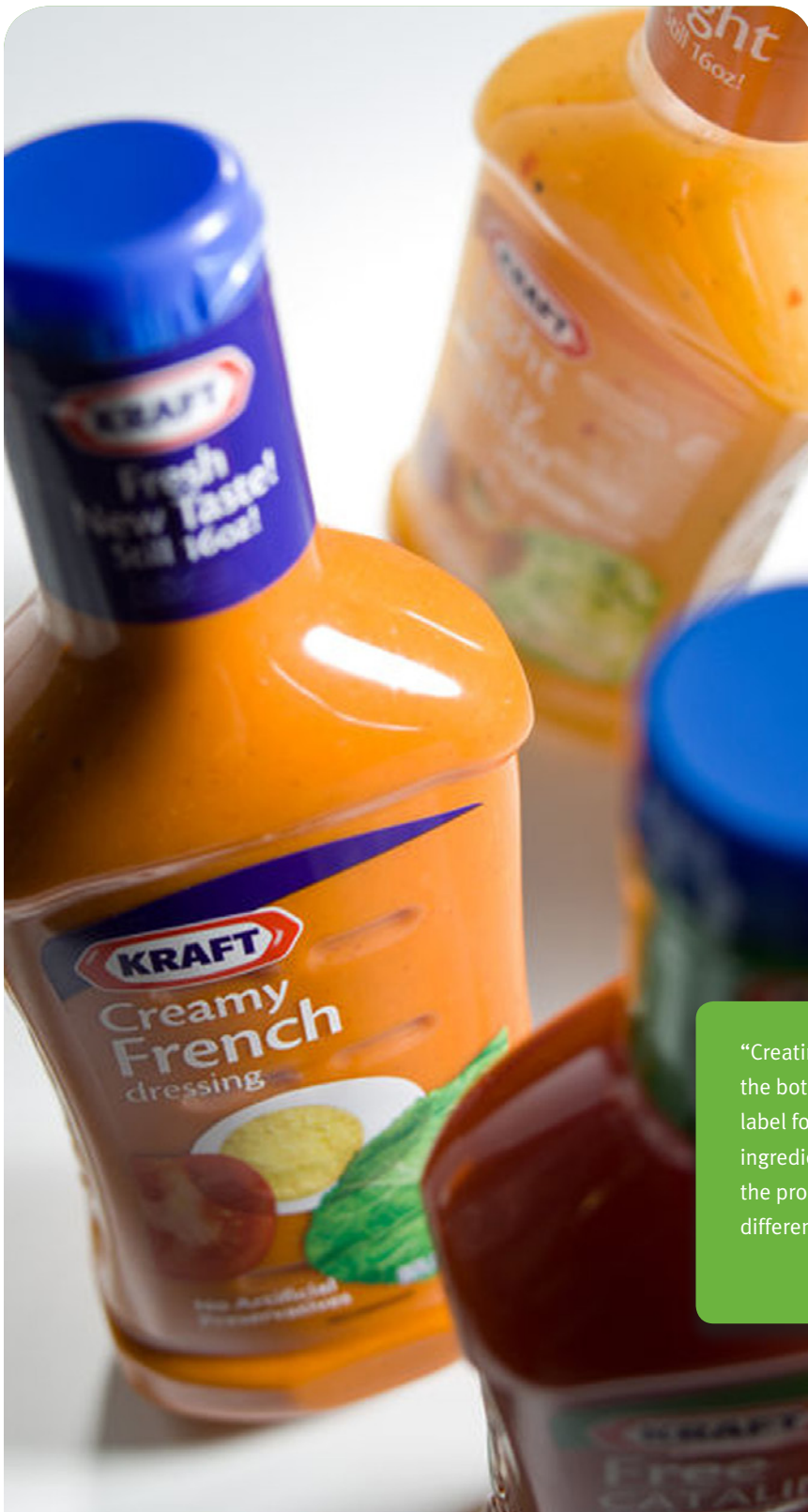


# New Label Proves To Be More Than Mere Window Dressing

Clear pressure-sensitive film allows Kraft to let the product do the talking



Shelf impact is the mantra of every food products company. They each hope to catch the eye of consumers as they make their way up and down the grocery aisle. Brand extensions, SKU proliferation and packaging redesigns seek shelf visibility as the leverage point in making the final purchase decision.

As the largest salad dressing manufacturer, it is no surprise Kraft Foods views the category as a core market. And as the world's second largest food company, it's also no surprise Kraft places a high value on the role packaging plays in connecting with consumers. To that end, the company knew it had to make a packaging change when its market share for salad dressing dropped 4.7 percent, from 32.5 percent in 2002 to 27.8 percent in 2007.

To re-assert Kraft as the leading brand of salad dressing and regain market share and prominence with consumers, the company changed its glue-applied cut-and-stack paper label and bottle. It also reformulated all 50 varieties of existing flavors and introduced five new vinaigrettes. Ultimately, Kraft needed the new packaging to deliver true differentiation in an increasingly crowded category. And it had to do it nationally.

“Creating a standout product, inside and outside the bottle was the main goal. The redesigned prime label for Kraft dressing, the new bottle and improved ingredients all worked in concert to help reposition the product. The improved shelf appeal delivers real differentiation.”

Dan Galovic  
Food and Beverage Segment Manager, Avery Dennison



## Let the Product Talk

For the prime label, Kraft wanted to visually highlight the product and let it do as much talking as possible. To achieve that goal, Kraft went with a “no-label look” using Fasson® clear-on-clear pressure-sensitive film labels. The topcoated biaxially oriented polypropylene (BOPP) labels were printed in six colors via UV flexo, which allowed the label redesign to feature improved graphics of salad ingredients.

“The new label communicates freshness and really lets the product draw consumers’ attention on the shelf,” Galovic said.

Irene Rosenfeld, CEO of Kraft, noted in the company’s fourth quarter 2008 earnings results, that Kraft had been losing about two points a year in market share in the salad dressing category prior to making the packaging and ingredient changes. But, she said the company continues to see the impact of those changes.

“Without a doubt, salad dressing is performing better than it has historically as a result of the investments we’ve made,” she said.

“The Fasson clear-on-clear pressure-sensitive material delivers a smart, sophisticated no-label look that puts the brand in the forefront of global food design trends. Projecting a powerful brand identity at retail is all about maximizing visual impact to create a powerful presence that can’t be ignored.”

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Additional label changes include a new back label material that is a semi-gloss lightweight, coated face stock with optimized opacity, brightness, smoothness and gloss with a clear overlamine. It is designed for a 133/155-line screen, which allows for high readability of the nutritional information and ingredients list. The neck label is a co-extruded clear polyolefin film with a machine direction orientation that gives it dimensional stability and allows cross-directional conformability, characteristics that are vital for safety-seal functionality.

## Positive Response

Kraft’s desire to boldly showcase its salad dressings is supported by research from ACNielsen that found consumers prefer to see the actual product in-store. This tactile-visual approach with Fasson® clear-on-clear pressure-sensitive labels and the new bottle respond to that consumer need.

The company switched from its rectangular bottle to one with concave sides that combined a more contemporary look with an ergonomic feel. The new polyethylene terephthalate (PET) bottle also features a thinner construction that makes it 19 percent lighter.

“The new packaging does a better overall job of letting the product entice shoppers,” Galovic said. “The clear label lets consumers really see the quality ingredients inside, and at the same time communicates product freshness.”

The new look has helped Kraft stand out among branded and private label competitors on crowded grocery store shelves. In fact, the new package design and reformulated salad dressings has resulted in sales of Kraft Light salad dressing increasing 15.8 percent, according to a 52-week study conducted by ACNielsen and completed in June 2008. ACNielsen figures for 2009 show a continued rise in both sales dollars and unit sales.

Further bolstering consumer acceptance is research by Perception Research Services ([www.prsresearch.com](http://www.prsresearch.com)), which found consumers enjoy the freshness communicated by the new clear label. They also said they prefer the new Kraft salad dressing bottle three-to-one over the previous bottle.

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ADV# 254/1284, 9/09, 300

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