

# Promotions that pack a punch

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With as many as 70% of purchasing decisions made in-store, and 68% of purchases being impulse-driven, brand owners need their products to pack a punch at retail.



For attention-grabbing promotions, Fix-a-Form® booklet labels from Pyrotec PackMedia are cost-effective and the perfect way to inject a bit of creativity to your product's packaging to entice and then engage with consumers. They are ideal for promoting offers, introducing new products, highlighting a special feature, running competitions, or for including give-aways, such as transfers/rub-off tattoos or stickers. Without the expense of redesigning a product's packaging, they are also the perfect vehicle for carrying variable codes or tear-off coupons and loyalty vouchers.

## Why use Fix-a-Form® promotional booklet labels?

By using a Fix-a-Form® booklet label, brand owners can convert packaging into a dialogue with their customers because these multipage labels create the space for a better conversation.

Once consumers have a product in their hands, there is no more direct form of sales promotion than packaging. Fix-a-Form® booklet labels can push the boundaries of what standard on-pack labelling can achieve.

There are many more reasons to use Fix-a-Form® booklet labels, just some of which include growing brand awareness through enhanced visual product appeal, increasing space for text and design, educating or providing essential product information, and for competitions and value-adding information such as recipes or cross-promotional marketing.

While the concept of Fix-a-Form® booklet labels is simple – combine a label with multipage leaflet to achieve extra space to solve packaging challenges and simplify inventories – many brand owners are put off by the thought of designing these labels.

Whether developing a promotional or informational Fix-a-Form® booklet label, the professional team at Pyrotec PackMedia is on hand to walk customers through the process.

"With our help and expertise, designing the perfect Fix-a-Form® booklet label for your product is not complicated," says Timothy Beattie, Pyrotec PackMedia's general manager. "We offer a complete concept-to-application service that is cost-effective, practical and offers innovative packaging results that enhance the visual appeal of products on shelf."

Determining the best application for maximum impact is something that the team at Pyrotec PackMedia does really well. "We're able to assist customers with their label design, as well as with the choice of label for the required application. We help customers with ideas in terms of size and shape in line with their product requirements, and provide works maps to simplify the process," Timothy confirms.

"Used skilfully, on-pack promotions can yield phenomenal results for brands by doing what most communication mediums cannot – drive purchase in store. With Pyrotec's help, Fix-a-Form® booklet labels do more than encourage a purchase, they build brand loyalty," Timothy concludes.

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#### Pyrotec



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