



WHITE PAPER

WHY SHOULD A CONSUMER BUY YOUR PRODUCT?

INTRODUCTION

Companies spend billions on advertisements, POS materials and media campaigns, but the truth is that the first buying impulse is created by product packaging.

For that reason, consistent, high-quality printed packaging is pivotal for any manufacturer and brand owner. Nobody buys a product with faded colours. Consumers won't trust a brand that is incapable of providing clear and legible information on their packaging. The quality of printed packaging is often key to ensuring success and future profit growth.

When it comes to that "moment of truth" a consumer decides between looking at your product and buying it, excellent design execution and high-quality packaging will be what makes the difference.

CREATING SUCCESSFUL PACKAGING

FMCG's private label producers and retailers spend a lot of time and money on the packaging development process, all the way from pack and product development to design and print production until the moment the product hits the shelf. Despite this, very often they find themselves unsatisfied with the end results, in particular with the quality of their printed packaging. Shifted colours, unclear or obstructed design elements or even worse, unreadable text or barcodes can undo all of the hard work that went in to the product concept and design.

With packaging, there are hundreds of things that can go wrong. The packaging contains a lot of messages from almost every division of the company that manufactures the product:

- The packaging R&D team responsible for developing the packaging shape and specifications
- The product R&D department who developed the product (or recipe if it's food)
- The legal department who provided all legal disclaimers and trademark info
- The marketing department that created the design to support the brand message
- The operations team that developed codes and other technical info
- The procurement team that selected the printers and suppliers

When the products are on the shelf, often it is too late to remedy the problem. The impact on the consumer behaviour as a consequence of a flaw on the printed end result is difficult to quantify but it's clear that a brand needs to exemplify quality to establish trustworthiness and create a buying impulse.

Preparing is of course better than repairing which raises the difficult question: how can you improve the quality of your printed packaging?

DSN – THE SOLUTION

At DSN we take a holistic approach towards quality of the printed packaging. We understand that through careful planning and organization, we can play a pivotal role in connecting all stakeholders in the packaging process. DSN offers a wide range of solutions and services that can be tailored to your exact needs.

The journey towards quality printed packaging means that you have to look at all angles of the “packaging supply chain”:

DSN consultancy:

- We outline process steps and standard operating procedures
- We allocate roles and responsibilities, oversee training and liaise with human resources
- We communicate standards and tolerances, provide objective evaluation, audits and analyse key performance indicators

DSN systems:

- Workflow management systems ensure flawless execution of projects and tasks
- Asset libraries store and recycle approved content and centrally manage packaging files
- Text and translation tools to gather and translate all packaging copy
- Online proofing tools with automatic comparison features are better than the human eye and are never failing to spot even the smallest difference

DSN artwork and repro services

- We are including online proofing to ensure time approval and traceability
- We take into account all technical limitations
- We work independently of third-party suppliers and thus maintain consistency across printers, packaging formats and printing surfaces
- We utilize various ways of colour proofing such as advanced colour management technology

DSN printer management offers:

- Custom-made print-ready files
- Press attendance
- Post-print analysis
- Printer selection and auditing

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For More Brand Power
www.ds-n.com
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