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PRINTER FRIENDLY

Clondalkin launch innovative labelling solution

Clondalkin Specialist Packaging Division launched their revolutionary new Spinformation® Rotating Labels at the annual PCD congress last month in Paris.

The labels provide up to 75% more space for on pack information, leading to reduced packaging and inventory costs. The additional space can incorporate additional languages, so reducing inventory. The labels can also be used as an promotional tool.

Designed to meet the needs of the perfumery and cosmetics industries as well as the pharmaceuticals market, the labels feature a fixed inner information sleeve, which is revealed through a window on a revolving outer label.

The labels can be affixed using standard labelling equipment, and so provide a real alternative for companies looking for an innovative solution to their on-pack space requirements.

Clondalkin group companies exhibited together at the PCD congress, showcasing their expertise in perfumery and cosmetics packaging and providing an overall packaging solution. These included Boxes Prestige, Harlands Labels and recent Clondalkin acquisition Kenilworth Products.

Chris Hill, Director of Sales and Marketing for the Clondalkin Specialist Packaging Division comments "The PCD Congress gave us a great opportunity to launch our Spinformation® labels, which will provide a revolutionary solution to those wishing to consolidate on-pack information. Environmentally, the labels can do away with secondary packaging meaning they can provide a greener alternative."

