

Packaging and Displays



Introduction

Printshop owners ask for ideas on applications.

And printer manufacturers say their printers can handle all applications: but manufacturers tend to omit the fact that every ink has limitations:

- Dye-formula water-based ink fades in the sun and has issues with moisture or high humidity.
- Solvent-based ink prints have an odor even weeks after being printed that might be offensive in a restaurant or meeting room (if used for wall-paper or table-coverings).
- Even UV-cured ink has an objectionable odor: Tech Ink was renowned last year for its odor. And even the best brands tend to have a strong odor for a person who is not accustomed to UV-cured ink smell.
- Latex ink heats up a few materials so although the ink itself has minimal odor, the extreme temperatures for curing result in the substrate smelling worse than the ink (same may be true if the substrate is printed under UV-curing lamps).
- Pigmented textile ink does not require endless pre and post-treatment: but has dull color compared to all other kinds of textile inks (that do require considered preparation and post treatment).

In other words, no ink can handle all applications: not even "Miracle Ink" (we tested it and it scratched off most slippery surfaces). An ink that could print on more materials than any other that I have seen: Staedtler Lumocolor ink. But had an unfortunate weakness: no printer manufacturer was willing to interact acceptably with the ink manufacturer to create a dedicated printer for this impressive ink.

And the most "prints-on-everything" ink of 2008: was alcohol-based Kiian ink from Italy (shown in the most impressive exhibit of SGIA 2008). Evidently had hidden issues, to the point that in their US distributor booth at SGIA 2009 not one single person could tell me anything about the ink that was featured in a huge booth just one year before.

This leaves only SepiaX ink as the current standard-bearer: it prints on virtually everything, except glass. But no ink can do everything without one or two "ands, ifs, or buts".

All this leads to the need of producing FLAAR Reports on applications: what can you print with what ink. We already have more than seven FLAAR Reports on printer applications for UV inks.

The present new FLAAR Report is a generic introduction to POP applications and for any normal ink (so not specific to just one type of ink).

Our main office is in Guatemala. About two blocks away is a branch of a Wal-Mart related store (Wal-Mart owns the chain that was previously Paiz network, the leading supermarket chain in Guatemala, Central America). The owner of Paiz, Fernando Paiz, kindly facilitated our access to take a camera and one Technical Writer inside the store to record the size, shape, and kind of applications of Point of Purchase.

Naturally we have no way of knowing which were done with UV-cured and which were done with solvent, eco-solvent, mild-solvent, or water-based (other than an educated guess). On a rigid material it is more likely in Latin America they are applied by hand to the backing substrate since labor is less cost than buying a UV-cured wide-format printer.

Another reason we are issuing this report is because of HP latex ink (HP Designjet L65500 and L25500). At SGIA 2009 trade show many people were not convinced that latex ink could print as many applications as an eco-solvent or traditional water-based inks. There is not yet any latex ink printer in Guatemala so none of the images here was done with latex ink.

The following pages are an inventory of typical Point of Sale signage and display graphics. Obviously in a perfume store at the airport, or in a chic boutique store in Paris the POP signage might be different: in Korea it would mainly be backlit, and over 50% from LightJet or Durst Lamda. However in a normal grocery store, even in the upscale section of the suburbs of a 3-million people Guatemala City, not many display signs were backlit.

There are presently no XY flatbed cutters that we know of in Guatemala City. So all contour-cut displays are cut by hand. But as soon as a Kongsberg XY flatbed cutter-router, or a Gerber M series cutter might arrive, we can show more multi-dimensional displays.

The author of the captions is Pablo Martinez who has experience (before coming to work for FLAAR as graphic designer and technical writer) in a large in-house print facility in Guatemala. Indeed this same printshop where he previously worked did some of the POP displays shown here.



POP printed on coroplast hanging from the ceiling; the advantage of this type of advertising is that when it is moved by the air, the eye is attracted to the POP (Supermercado Paiz).

But you have to take care not to saturate even with the same POP image.



General view of Paiz ceiling, there is a lot of POP hanging from it.

I want to give a special thanks to Mr. Fernando Paiz (owner of the store), Mr. Marcio Cuevas and Mrs. Sofia Paredes for giving us the opportunity to take pictures in the store.



Paiz POP printed on fabric hanging from the ceiling.



The image, color, shape, POP quality and name of the product is an important fact to attract the buyers. Most of the stickers, boxes and displays are printed in litographic, screen, and flexographic printers.



Shelves with different products in Paiz aisle, there are a lot of different brands and images. It's easy to see how important is the image of a product to compete with other brands.



Shelves with different vegetables in Paiz aisle.



The vegetables in a package look cleaner than the ones just piled in a box, where every one touches them.



There are even some products that don't need a full image to sell themselves; the need of keeping them fresh for more time and a place to put the brand's name gives to the vegetables colorful packages.



This is an example of how to waste promotional space for a product with a poor image.



DVD's repository covered with a movie design printed on coroplast; this material was realized probably on a solvent printer.

An interesting design combined with a high quality print you can get an effective display.

But you have to take care not to paste some spoilt announcement over it because it will ruin the advertising and give a wrong impression of the product.



Not all the products have a packaging that should help them stand out from others; there are some of them that come only in its box of transportation, without any illustration or photography that helps them to highlight against other brands.

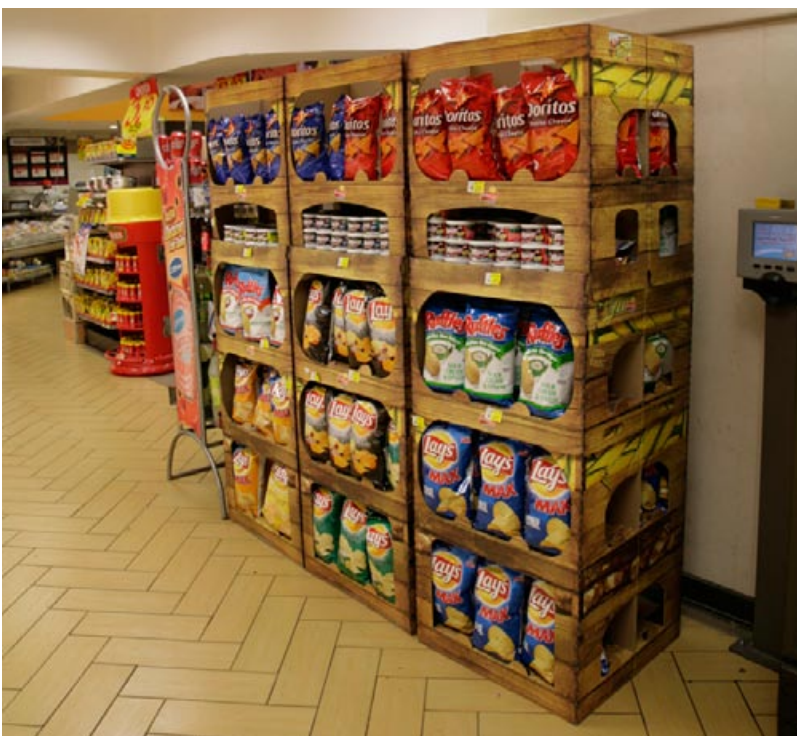
It is necessary to take care of not using them for the promotion of the product, since these are designed for transportation and do not have elements that should make them stand out against other brands; generally this packaging is in bad condition as a result of inadequate handling during its movement and this tends to give a poor image of the product.



Nestle Fitness cereal packaging, printed on cardboard with a lithographic printer.



Frito-Lay Doritos and Lays display, printed on cardboard with a lithographic printer.



Sometimes it is not necessary to invest in complicated shelves, with many forms and costly materials; it is enough to use what is at hand and exploit the creativity.

This display shows an example of how the box of a product with a highly creative design on a cheap material achieves an effect that attracts the sight of the buyer towards the product, making it stand out against other brands that they are around it.

This one is printed on cardboard with a lithographic printer.



Maggi soup display, a good example of how the packaging can also be the display of a product, giving it an interesting view.

This display was printed on cardboard with a lithographic printer.



Durabrand electric grill, another example of how the transportation box can also be a good product display.





TANG juice display sample, of how the packaging can also be a display for the product

This display was printed on cardboard with a lithographic printer.

The product also has shelves with the back and both sides covered with images printed on cardboard.



Although some displays have creative shapes, that doesn't make them pleasant to the eye or effective



Pollo Rey, advertising printed on vinyl and then stickered on the floor, just right in front of the refrigerator where the product is located.



Fisher Price, Elmo products advertising printed on vinyl and then stickered to the floor, just right in the way WHERE toys are located. This is an example of an effective way to drive kids to a specific place.



Gerber carpet made with plastic and printed with a screen printer. Maybe the carpet could be an effective form to call the product shelf, but also the shape and position could be an invitation for an accident.



Purina Beneful dog food, shelves with brand advertising printed at both sides on PVC, maybe with a uv flatbed printer.



Pedigree dog food, shelves with brand advertising printed at both sides on vinyl and then pasted on PVC. Maybe with a solvent printer.



Gatorade shelves, with brand advertising at both sides, printed on coroplast, maybe with a UV flatbed printer.



Leche Nido, with both sides with brand advertising, printed on vinyl and then pasted on PVC.



Mattel un-printed shelf is an example of promotinal wasted space.



This soap display made of PVC originally counted with some vinyl advertising on it, but for some reason it was removed.



Kelloggs Corn Flakes, good sample of how to use the product package and shape to promote and stand out from other brands.



Gallo beer display, a mixture of wood and cut vinyl. It's interesting that they use cut vinyl for the logo at the side instead of a digital print.

Gallo beer refrigerator, both sides printed in vinyl with a solvent printer; the upper image of the refrigerator is printed on vinyl and then pasted on PVC. All the images are printed with a solvent printer.

The floating images hanging from the ceiling always has the advantage when it is moved by the air, the eye is attracted to the POP, but take care of keeping the POP in good conditions (not wrinkled or damaged) to avoid damaging the product image.



Three samples of different materials used to promote beverages.

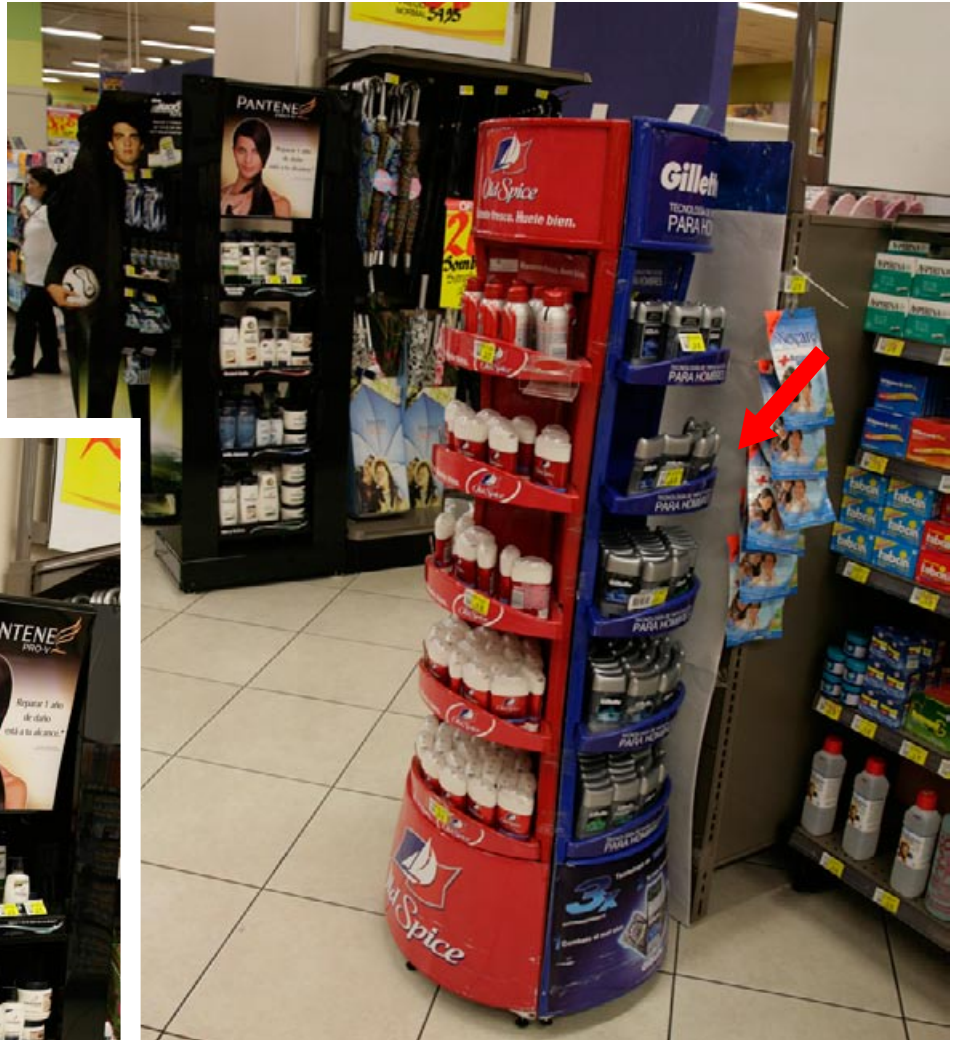
Pepsi shelf with advertising printed over and at both sides. The advertising is printed on coroplast maybe with a UV flatbed printer.

Naturalisimo juice refrigerator, both sides printed on vinyl with product advertising.

Extra and Brahva refrigerators with advertaisings on the doors printed on mesh and upper advertising printed on vinyl and placed on PVC.

Some times even when the products are of the same brand, the displays are so different in quality and presentation.

Here you can see two products of the same brand (Gillette Mach3 and Gillette Deodorant) in the same aisle. The quality between the products is easy to see, one with bright material and other with low quality and scratched cardboard.



Gillette razors display, a mixture of vinyl stickered on black PVC with the crop of a person.

This mixture of black bright material makes the product stand out

You have to take care of keep the POP in good conditions (not wrinkled or damaged material) to avoid sending a wrong idea of the product.



Kelloggs Special K, a sample of a compose shelf, a mixture of wood, cardboard and other materials that make the display highlight from other products.

Cutted vinyl and plexiglas, a mixture of materials that give the effect of floating words.

Tailors meter printed on vinyl and then pasted on PVC.

A mirror mounted on the display is a good sample of how to use the materials to attract the buyers. The brightness of the material and the fact that the people always want to see how they look drives them to the product.

