



FOOD & DRUG PACKAGING

SEPT '00

First in Packaging and Product News



EXCLUSIVE!

**Lawry's WINNING,
 SPINNING
 Recipe Label p.9**

PACKAGE OF THE MONTH

Lawry's cooks up a winning recipe label

In a move that may leave competitors' heads spinning, Lawry's has spiced up the packaging for its new Perfect Blend Seasoning and Rub line.

Now in limited test market with an expected launch date of January 2001, the new products debut in what, on the surface, looks like a typical spice container. The innovation, however, lies just beneath the label.

Lawry's is the first food company to use the unique Spinformation label developed by CCL Label. Able to be applied by standard labeling machinery, this two-ply label has a clear "window" panel on the top layer which spins to reveal what's printed on the bottom ply. This gives the label 75% more area for printing product information or promotional copy—like recipes.

Because the Perfect Blend product line is so new, representatives at Lawry's were reluctant to share details...for obvious competitive reasons. But the marketing benefit is clear: Consumers love free recipes and, with this new label, Lawry's is able to print four different recipes on each bottle. Simple instructions explain to consumers how they can spin the top label to read the recipes below.

The Perfect Blend product line currently sells in four flavors: Fish & Seafood; Chicken & Poultry; Salads & Vegetables; and Beef & Pork. The polyethylene terephthalate (PET) bottles from RXI Plastics hold approximately 4 ounces of spice, depending on the product's density. Polypropylene closures from Weatherchem Corp. give consumers the dispensing convenience they've come to expect.

Bottles, closures and printed shrink neck band are identical for all four spice blends, minimizing Lawry's inventory requirements and changeover on the packaging line.

Déjà vu

We originally reported on this unique labeling technology back in June 1999 (see *Package of the Month*, p. 8) when Rexall Sundown introduced it as the Twist 'N Learn label on its line of dietary supplements. The company subsequently experienced "healthy" growth in market share.

Since then, CCL's Spinformation label has racked up its share attention, including several packaging awards. The most recent is the Best of Show award from the Institute of Packaging Professionals' 2000 AmeriStar competition (see next page).

CCL Label (847) 384-0317
www.ccllabel.com

Item #251

RXI Plastics (304) 547-9100
www.rxiplastics.com

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Weatherchem Corp. (800) 387-4352
www.weatherchem.com

Item #253

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