

Transform Your Packaging with

COLOR

Brand owners, designers and printers struggle with the same question, “How do we achieve color consistency across the packaging supply chain and across the globe?”

Collaboration and bringing the right partners to the table early in the process was the answer, according to speakers at ***Transform Your Packaging with Color***, an event where *Package Design* magazine invited best-in-class global leaders in color management, print technology and market trends to discuss the importance of color on retail packaging.



The pre-PACK EXPO event at Chicago's R5, a consumer insights and innovation lab, featured the following speakers:

- ▶ **Charles Murray**, President of North American Inks at Sun Chemical, a world leading producer of printing inks and coatings
- ▶ **Tom Apple**, Regional Sales Manager at Windmoeller & Hoelscher (W&H), an internationally leading manufacturer of machinery, including printing press, for the production of flexible packaging
- ▶ **Ronald deVlam**, founder Webb deVlam, a leading packaging design agency
- ▶ **John Hite**, Director of Printing Technologies and Pre-press at Bryce Corporation
- ▶ **David Luttenberger** CPP, Global Packaging Director at Mintel



Visual images play a lead role in consumer recall

When brand owners collaborate closely with their suppliers to come up with packaging solutions, one of the key elements to consider is the use of color. In fact, studies show that consumers recall 80 percent of what they see. According to Ronald deVlam color has a multi-sensory effect. Some examples of this are consumers reporting that strawberry mousse in a white container tastes sweeter and coffee in a clear container does not taste as robust as it does from a white cup. His design firm has done extensive research on finding meaningful connections between brands and the consumer. “From these insights,” he says, “come new ideas for product packaging, brand innovation and ultimately customer loyalty.”

Many brands already use color strategically. The golden arches that identify McDonald’s are

an iconic mix of color and architectural graphic. Red is also in their brand palette, but if you ask consumers how they identify McDonald’s, they’ll say it’s the golden arches. On the other hand, brands like Coca-Cola use color to identify their entire product positioning. And Coke red does a perfect job of dominating the retail shelf and generating real passion for the brand.

There are, however, very real and tough challenges to achieving consistent, repeatable brand color across the supply chain and across the globe. From Coke red to Tiffany blue to UPS brown to Cadbury purple, color is intricately connected to emotion; but keeping it the same across every touch point—on shelf, on signage, on advertising and online—is difficult.

There are a host of challenges in managing color. Having the right ink and coating specialists and printers can make all the difference when



questions arise such as:

- How can we simplify or manage variables that pose the greatest risk for inconsistency? Things like substrates, print processes, variances in machinery and the impact of different inks and coatings on the final product?
- How can consumer packaged goods (CPG) companies with extensive product portfolios and brand extensions manage huge color palettes that are often just shades apart?
- How do suppliers like Sun Chemical and W&H work upstream with designers, engineers and marketers to help them understand the technology of inks and coatings as well as the printing process?
- How do CPGs, converters and suppliers engage and inform all those across the spectrum that we can now provide the opportunity for color consistency and repeatability?

The Mindful Use of Color for Packaging

Disruptive packaging attracts consumers at the point of sale, but often stops short of motivating the purchasing decision or fulfilling its promise due to a lack of emotional connection or inability to address rational needs. David Luttenberger of Mintel says, “Solutions-based, or functional, hard-working packaging wows at the point of sale and evokes an emotion. It makes a

connection with the consumer because it addresses consumer needs.”

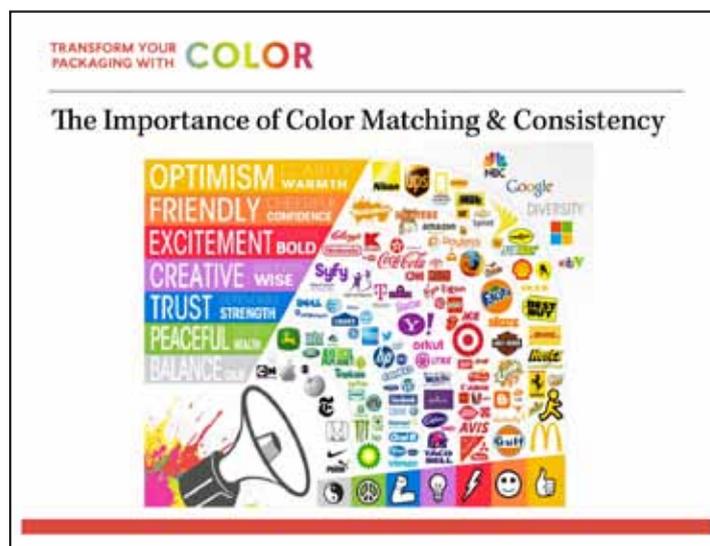
Today, designers and savvy marketers are tapping into a “mindful” use of color. This means splashes versus floods. Brands that actually tone down the retail aisle color noise are getting noticed. In recent years, color palettes that work to reinforce consumer mindsets around simplicity, balance and confidence extend their desire for a de-cluttered lifestyle at home to the in-store experience.

Using color as an accent or punctuation mark to call attention to a function, ingredient or key claim can draw the consumer’s attention. For example, Clorox designed a new spray bottle with a tub dispenser that allows the consumer to get that last 7 percent of product that typically requires taking off the cap and dispensing by hand. They used color to highlight the product’s unique “Spray Every Drop” advantage. By applying color in this way, legacy brands that have something new to say can re-engage their audience. They can also use color strategically to stand out against

rising competition from store brands.

Luttenberger offered a few insights on color and today’s consumer.

When product, price and quality are equal, consumers are less likely to be brand tied; they buy the product that makes an emotional connection. So, “what does this packaging do for the consumer?” is the place to start. If the brand owner insists on “disruptive” packaging, then it needs to be valued by the consumer. In other words,



packaging appeal is tied to one of the following: it’s practical, rational or irrational—“I just want it.”

Brand owners spend a lot on research to determine the exact right color for the brand.



According to Luttenberger, “Color elicits a response. For instance, blue gives a sense of cleanliness and serenity; healthcare has been an over-user of blue for decades. Red is a hungry color; think of all the restaurants that use it, like Chick Fil-A, Red Rooster, Wendy’s, Arby’s, DQ, Outback, Pizza Hut...the list is endless. Purple is regal, often paired with cosmetic and spirit brands. Green is another overused color due, in part, to the sustainability movement. And there’s yellow for kids, white for serenity and pink for girls...not women. Black is the bad ass of colors. Think Jack Daniels with its confident black background and splashes of neon.”

Luttenberger adds, “These brands are planting memory chips in the consumer mindset. They are using color to differentiate products on shelf and create an emotional link to consumers. However, if the color isn’t consistent, the link is broken. The challenge for brand owners is consistency and repeatability, hitting that exact color every time. By selecting the right partners like Sun Chemical and W&H, you can ensure you are achieving color consistency globally.”

Managing Expanded Color Gamut

Brand owners want to create a powerful consumer experience through packaging innovation and greater market share. Printers want high throughput and a quality outcome. But to meet brand owner goals, the converters need



“We printed the Chi-Pop snack bag three across on a W&H press using Sun Chemical’s special effect inks.”

John Hite, Direct of Printing Technologies and Pre-press, Bryce Corporation

Another goal for this event was to create real-world proof of our collective view on packaging. So we developed the Chi-Pop bag. It includes specialty effect inks from Sun Chemical and was printed on a W&H press at Bryce Corporation.

The Chi-Pop snack bag is a nod to Chicago’s heritage as the home of specialty popcorns. The design features the Chicago skyline and on the back, instead of ingredients, you’ll see a list of production facts from each of the companies involved.

Says John Hite, “You can’t engage your converter too early. With globalization a reality for most brands, color consistency is only available if you have the right inks and coatings, the right printer and the right tools.”

For the Chi-Pop project, all packages were printed on the same web and we used two

specialty inks. We had a 35-minute set-up time and 60 minutes to run. The W&H press allowed for quick changeover; with immediate register and impression set. We effectively used a set of predetermined conditions and profiling, so on the first pull we were able to match the proof.

What does this mean to the brand owner? They can proof designs to the printing process, and ensure that the print will meet expectations. Years ago, marketers came in to approve colors on a press run; this is no longer necessary. We’ve shortened the workflow from days to hours. This is particularly relevant today when streamlining the process helps to lower costs. The Chi-Pop bags are proof of that.

To learn more about Bryce Corporation and their innovating printing solutions, visit <http://www.brycecorp.com/>



an easier system. For many on the marketing side of packaging, Extended Color Gamut was designed to expand what could be replicated using conventional four-color process printing. Alternatively, it is referred to as Wide Gamut or High Fidelity printing. However, not all printers have this capability.

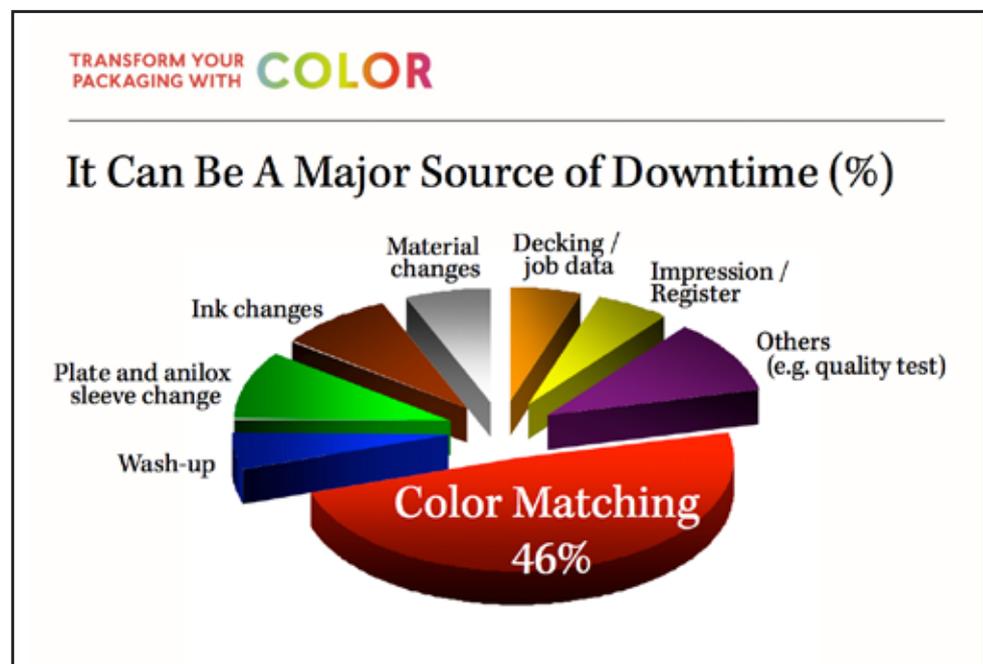
To achieve color consistency, it's critical to find partners who:

- Understand the interaction between package design, ink, press and final package production
- Offer the latest innovations in ink and press technology
- Know both the global requirements and local regulations

Color Matching Isn't as Easy as it Sounds

In the words of Tom Apple from W&H, "Color matching on the press can be a challenge because of the variation in the flexographic process. Components such as the plate, anilox, substrate or even the ink itself have variations that can cause color to shift on the press, resulting in costly downtime. In fact, approximately 50% of press downtime during a job changeover can be attributed to color matching. And the problem is compounded as jobs continue to get shorter. So converters are looking for efficient solutions to reduce their color matching time.

What W&H has been able to do is create an



efficient, step-by-step method for color matching that is based on data—not intuition. Says Apple, "We use a spectrophotometer to measure the substrate and then compare the target color to what is actually being printed. A color-matching computer then calculates a correction recipe for the operator to follow that will bring color within a delta E of 2. The system is called EasyCol® and it can be integrated into an inline spectrophotometer for real-time color monitoring and electronic roll reporting. Should color deviate

beyond delta E of 2, the EasyCol® system will provide the operator with an updated correction recipe to ensure consistency throughout the production run."

"Converters are looking for press solutions that increase productivity and are easy to use," adds Apple. W&H is focused on this goal by making machines that are more integrated and intelligent, so that operators can achieve the desired outcome quickly and with less waste. W&H calls this Packaging 4.0 and it bodes well for the future."



“When we work hand-in-hand to come up with innovation that moves packaging forward, one of the key drivers to that success is color.”

Charles Murray, President Sun Chemical

The companies participating in this event set out to resolve an important question; how to leverage the technology associated with inks, coatings and printing to decrease variance in print production. In the words of Charles Murray, “It’s all about R&D to improve formulations and advance printing technology. There are enormous variables that effect color, even the atmosphere within the plant, such as humidity and cold. Keeping it clean and consistent requires the work of the entire manufacturing chain, from pigment selection to color provider to printer and substrates. So we invest in R&D in all of our manufacturing plants.

In closing, Murray said, “The motivation for this event was to explore the use of color from various viewpoints and stress the importance of the partnership between Sun Chemical and our primary customer, the converter. It is important to note that brand owner expectations have to be executed by the print converter, and inks and coatings play a key role. If together we cannot create a final package that meets the brand owner’s vision, then they won’t be satisfied and neither will the consumer.”

To sign up for the webinar “Transform Your Packaging with Color”, visit – www.packagedesignmag.com/color-webinar-2016



Sun Chemical Innovation Solutions Book

Inks and coatings are more robust today. For brand owners and designers who seek to inspire the highly desired millennial consumer, here’s a how-to book.

Embossing, Scent Release, Rainbow Glitter, Soft Touch, Sandy Feel, Metallic, Laser Marking, Secure Oxygen Barrier; these are just a sampling of what inks and coatings are capable of from Sun Chemical.

Says Heather Buchholz, Marketing Program Manager at Sun Chemical, “Packaging does more than pop it protects, it entices and Sun Chemical is leading the discussion in this exciting category. We created this book to show brand owners how to stand out on shelf, but it’s really about how to communicate innovation and transform packaging on shelf. We want to

give our partners a way to use special effects without being gimmicky. And for global brands, inks and coatings can do more than inspire they can be used to protect brand equity.”

Sun Chemical has developed a variety of solutions that brand owners can use to maintain color consistency, improve speed to market from concept to consumer and contribute to a more sustainable future.

To learn more about Sun Chemical’s specialty coatings and download a copy of our white paper, visit www.sunchemical.com/naicoatings



To learn more about the companies involved in this event, visit:

- www.whcorp.com
- www.sunchemical.com
- www.webbdevlam.com
- www.brycecorp.com
- www.mintel.com