



Colours, Designs & Branding

Every brand has a story, and every product an ambition. But the nuance of colour, texture, and design makes this story resonate with your audience.

At SATO, we understand this. That's why our cutting-edge printing capabilities are not just about technology but about empowering your vision.

YOUR VISION, OUR PRECISION:

Imagine a label where every hue and gradient is just as you envisioned. With up to 9 UV flexo colours, we turn your vision into a vibrant reality.

TAILORED FINISHES FOR A UNIQUE TOUCH:

Want your label to shimmer with a foil or a tactile varnish? We provide eye-catching embellishments that make your product stand out and be felt.

CONSISTENT EXCELLENCE, EVERY TIME:

We get it – for you, consistency is paramount. Our printing process ensures every label matches the quality of its predecessor.

INNOVATIVE TECHNIQUES:

Be it specialised ink, like thermochromatic or glow in the dark, patterned adhesive kill or reverse print, your brand vision is our priority.

ECO-CONSCIOUS, JUST LIKE YOU:

We know sustainability matters to you. Our eco-friendly printing practices, from reduced ink waste to decreased power usage, echo your commitment to the planet.

Balancing Cost & Efficiency

1.

ECONOMIES OF SCALE:

Order quantities can significantly impact cost. SATO technical print specialists guides you through volume choices that maximise returns without compromising quality.

2.

MATERIAL MATTERS

The label material choice doesn't just affect the look and feel; it influences the cost. With our deep expertise, we can ensure the desired impact is achieved within budget.

3.

TIMELY EXECUTION, ALWAYS

Our advanced printing technologies ensure quicker turnarounds and your dedicated account manager ensures every project is delivered on time, every time.



Trusting SATO to Guide the Way

"SATO's strong technical knowledge has proved invaluable in pre-production meetings and recommending the best ways forward. We can confidently rely on our account manager to sign off artworks for even large-scale launches on our behalf."

Head of Marketing, Earthwise Group Ltd.



"Their meticulous attention to detail, innovative thinking, and friendly, knowledgeable team, who are clearly masters of their craft, make SATO hard To beat!!"

Design Director, Epicurean Dairy Ltd.

Our Customers



Every label tells a story. Yours deserve to be extraordinary. With SATO's expertise, cutting-edge technology, and commitment to excellence, we ensure your products stand out and speak volume.

Ready to embark on a journey that elevates your brand's presence? Let's craft that narrative together.



REACH OUT TO US TODAY



PRINTNZ member

CONTACT OUR SALES TEAM

SATO New Zealand Ltd.
30 Apollo Drive, Mairangi Bay,
Auckland 0632, New Zealand
sato-oceania.com

in [linkedin.com/company/sato-newzealand](https://www.linkedin.com/company/sato-newzealand)
f [facebook.com/satoaustralianewzealand](https://www.facebook.com/satoaustralianewzealand)
X @SATO_AUandNZ

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Prime Labels Made Simple:

A Comprehensive Guide for Brand Champions

sato-oceania.com

The Power of a Label

A product label does more than inform – it differentiates, attracts and instils confidence. In a sea of choices, every packaging detail helps make a product memorable.



Consider the environmental impact of the label material and the ease of recycling or composting the container with the label attached. Ask us about the best material solution for improved recyclability.



“Surprisingly, 57% of the packaging assessed in clean, green Aotearoa wasn’t recyclable in practice.”

Consumers International research 2021



of purchasing decisions are made at POINT OF SALE



of consumers DO NOT go back to the same brand even if they were satisfied with the product (Forbes)

Your Product’s First Impression

While your product delivers the experience, the label often makes the first introduction.

With over 40 years of experience in label design, development and manufacturing and a team of experts knowledgeable across FMCG, food & beverage, home & personal care, and pharmaceuticals, you can rely on SATO to help ensure your products achieve the cut-through they deserve.



Setting Your Brand’s Compass

In the absence of a remarkable experience or “wow” factor, even the most excellent product can fail to differentiate itself from its competitors.

Once you’ve landed on your brand essence, identity and messaging, you’re ready to navigate the functional aspects of your packaging.

Is your product about freshness, indicating a need for a moisture-resistant touch? Or is it a premium item that needs a full-bodied, sophisticated wrap? Understanding these facets is crucial in making your product shine on the shelf.

With SATO’s array of label solutions, you’re not just choosing a label but shaping a first impression.

Here are some considerations when choosing a suitable prime label type for your product.



LABEL TYPE	BEST SUITED FOR	CONSIDERATIONS	BENEFITS	COST
PRESSURE SENSITIVE	Works well with various container types, materials and applications. EG. FMCG, industrial, personal care products, pharmaceuticals	Product Visibility: Allows for windows/open spaces if product contents visibility adds appeal. Durability & Environmental Conditions: Versatile across different product temperatures, moisture, application method, and recyclability.	Wide range of substrates & embellishment (foil & vanish) options. Suitable for high-speed application.	Cost varies from low-cost to premium depending on choice of material and finishes.
SHRINK SLEEVE	Containers with complex or irregular shapes, as the sleeve conforms to the surface when heated. EG. Beverages, dairy, pharmaceuticals	Product Visibility: Various design features like transparent panels and full coverage UV protection. Durability & Environmental Conditions: Highly durable, moisture/humidity resistant.	Allows 360 degree design for high-impact branding. Can offer product tamper-proofing.	Typically more expensive due to the 360 design & heat-shrinking. Cost-effective option for low quantity custom printed cans.
CONTINUOUS WRAP	Best suited for cylindrical or similarly shaped containers where the label can wrap around seamlessly. EG. Beverages, such as water, juice & soft drinks	Product Visibility: Often covers the entirety, but transparent sections can be integrated. Durability & Environmental Conditions: Generally durable, especially when using resistant materials.	Seamless branding around the products’ circumference. Low environmental footprint. Suitable for high-speed application.	Costs vary based on the printing method and material but are often competitive. Cost-effective option for Beverage products.



Materials & Durability

When selecting a label, durability is paramount, and it largely depends on the materials used to create it.

Whatever your product’s specific challenges, SATO offers the best advice on selecting a material that is resistant and sustainable, ensuring your brand image remains pristine.

We’ve broken down some key material considerations to help distill your most crucial label requirements.



ENVIRONMENTAL, STORAGE & POINT-OF-SALE CONDITIONS:

Weather Exposure: Choose a material that won’t easily wrinkle or lift if your products face rain, sunlight, or fluctuating temperatures.
Moisture & Humidity: Refrigeration and areas with high humidity demand water-resistant labels to prevent disintegration or adhesion loss.

PRODUCT LIFE CYCLE:

Products with longer shelf life requires ageing resistant materials to maintain vibrancy and clarity.

RECYCLING & SUSTAINABILITY:

To be classed as easily recyclable, packaging must be collected widely and recyclable in NZ. Choose a material that matches vessel recyclability.

HANDLING & TRANSPORTATION:

Products that go through extensive handling, especially during shipping or in retail environments, require extra durable labels.

CHEMICAL RESISTANCE:

For products containing chemicals or oils, like certain cosmetics or industrial goods, select materials that won’t smudge, blur, or degrade.

FLEXIBILITY:

If your product container is squeezable, like some tubes or flexible pouches, the label must flex without distorting or detaching.