

Colours, **Designs & Branding**

Balancing

Efficiency

Cost &

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 gradient is just as you a tactile varnish? We to 9 UV flexo colours, embellishments that we turn your vision make your product

TAILORED FINISHES FOR A **UNIQUE TOUCH:**

Want your label to We get it – for where every hue and shimmer with a foil or you, consistency envisioned. With up provide eye-catching printing process into a vibrant reality. stand out and be felt. of its predecessor. priotity.

CONSISTENT INNOVATIVE EXCELLENCE, TECHNIQUES: **EVERY TIME:**

Be it specialised ink, like thermochromatic is paramount. Our or glow in the dark, ensures every label or reverse print, your matches the quality brand vision is our

We know sustainability matters to you. Our ecofriendly printing practices, patterned adhesive kill from reduced ink waste to decreased power usage, echo your commitment to the planet.

ECO-CONSCIOUS,

JUST LIKE YOU:

Like any business decision, you must seek the best return on investment. Now, think of your product's label in the same light.

It's not just about aesthetics and brand communication; it's also about making an efficient, cost-effective choice that brings additional value to your brand.

ECONOMIES OF SCALE:

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

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.

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.

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





CONTACT OUR SALES TEAM

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"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.



Asahi REVERAGES NEW TEALAN











Prime Labels Made Simple:

A Comprehensive Guide for Brand Champions



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.



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 cutthrough 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 moistureresistant 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

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PRESSURE

SENSITIVE

SHRINK

SLEEVE

BEST SUITED FOR

Product Visibility:

Works well with various container types, materials and applications.

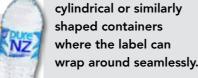
EG. FMCG, industrial, personal care products, pharmaceuticals

Containers with complex or irregular shapes, as the sleeve conforms to the surface when heated.

EG. Beverages, dairy, pharmaceuticals

CONTINUOUS WRAP Best suited for

EAT JUNC



EG. Beverages, such as water, juice & soft drinks

Low environmental Durability & **Environmental Conditions:** footprint. Generally durable, Suitable for highespecially when using speed application. resistant materials.

visibility adds appeal. Durability &

product temperatures, moisture, application method, and recyclability.

CONSIDERATIONS

Product Visibility: Various design features like transparent panels and full converage UV protection.

Durability & Environmental Conditions: Highly durable, moisture/ humidity resistant.

Product Visibility:

Often covers the entirety, but transparent sections can be integrated.



greek

BENEFITS

Allows 360 degree

design for high-

impact branding.

Can offer product

tamper-proofing.

Seamless branding

circumfrance.

around the products'

Allows for windows/open Wide range of spaces if product contents substrates & embellishment (foil & vanish) options. **Environmental Conditions:**

Versatile across different Suitable for high-

Cost varies from low-cost to premium depending on choice of material and finishes. speed application.

COST

Typically more expensive due to the 360 design & heat-shrinking.

Cost-effective option for low quantity custom printed cans.

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.

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ENVIRONMENTAL, STORAGE &	Weather Exposure: Choose a material that won't easily wrinkle or lift if your products face rain, sunlight, or fluctuating temperatures.		
POINT-OF-SALE CONDITIONS:	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.		