

REPORT

—Labelling

Sinclair helps to forge consumer trust in brands

FRESNO—Recognising the importance of making items stand out from packed fresh produce shelves through eye-catching branding has helped drive interest in labelling leader Sinclair International's innovative range of products.

by Carl Collen

With so many fresh products on offer, marketers continue to rely on a message of trust and reliability through branding as an effective means of standing out on supermarket shelves.

It is here that Sinclair continues to lead the way, through its produce labelling solutions, where it offers simple application in packing operations and the ability to ensure the label remains adhered to the fruit throughout the supply chain.

Tim Watkins, Sinclair's sales manager for Europe, explains that, without these labels, any amount of branding or product identification goes to waste, and this is why his group ensures that the labels "finish the job" of communicating the brand to the end customer.

He points to several success stories, such as the growth of Pink Lady, Zespri's sourced Gold and Green kiwifruit programme, and citrus brands such as Sunkist and Fontestad, all of which have profited from branding schemes across multiple PLUS on loose fruit.

"It has become apparent to so many customers that branding on the label is an effective communication tool for both the retailer and consumer across a variety of markets," says Watkins.

Sinclair launched its lightweight Hand Labelling System late last year, which can label fruit at up to 120 pieces per minute and is easy to use in even the most rugged packing environments, while other packer-shippers have started using Sinclair's newest technology, the Variable Print System.

"These two types of applications are on opposite ends of the spectrum but are definitely garnering a lot of interest from packhouses with immensely different operational aspects, but a common need – to have their produce get to market with a label on," Watkins notes.

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Aweta is the specialist in the development, production and sales of sorting and packing installations for fruit, vegetables and flowers.



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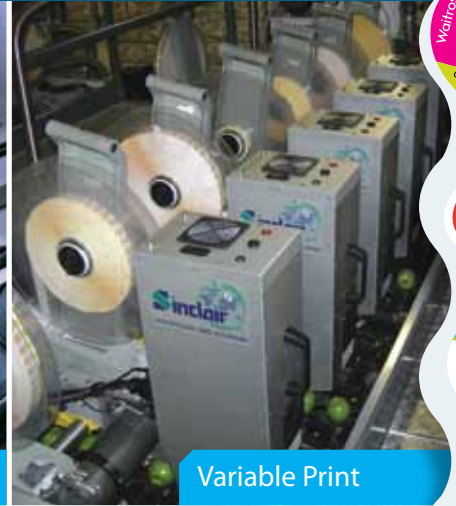
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