

Case study: Lactel Romania offers peace of mind with Fix-a-Form

Issued by [Pyrotec](#)

24 Feb 2016

Most parents prefer to make an informed decision when selecting nutrition for their children. One company that understands the needs of this target market very well is Lactel Romania, part of the global Lactalis network.

Lactel Romania sells a selection of infant formula products including the Eveil Bib range. Aimed at infants aged 0 to 3 months, Eveil Bib products offer pre-mixed formula milk in ready-to-use bottles that come complete with carefully sealed pre-sterilised teats.

This is a convenient solution for parents with busy lifestyles or families on the go – ensuring little ones get their much-needed nutrition on time.

In order to provide parents with complete peace of mind, Lactel Romania wanted to expand the amount of information communicated on their Eveil Bib product packaging. Their objective was to highlight the nutritional value of each product and also to provide clear and comprehensive user instructions.



Lactel Romania briefed Fix-a-Form® licensee Inovalabel Romania to create a six-page concertina style booklet-label. This has been applied to the neck of each bottle without obscuring the branding. Like all Fix-a-Form® solutions, this on-pack device is highly durable and remains securely attached to the packaging throughout the supply chain. However, should the consumer wish to remove the device at any time, he or she can easily do so without affecting the integrity of the label or product.

This innovative communication solution from Fix-a-Form® serves to educate shoppers about the many benefits of the Eveil Bib range at the point of purchase. Parents are thus armed with all the information they need when choosing the best formula product for their children.

If you are considering a similar solution for your brand, contact local Fix-a-Form® licensee Pyrotec PackMedia today. We have an extensive range of on-pack promotional and informational labelling solutions for every industry.

° **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024

° **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023

° **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023

° **The end-of-line solution you've been waiting for** 29 Mar 2023

° **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>