

Leading shave brand uses brand enhancement tool to rapidly clear stock

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The Lion Match Company, a uniquely South African company home to a number of well-known brands, needed to clear excess stock of its Loving Touch shave gel - and it needed to do it in a hurry.



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Bianca Frade, product manager for Loving Touch Shaving, said: "We needed to clear remaining stock from the retail shelves and we looked at numerous below-the-line promotional devices that would assist us in achieving this. We eventually opted for Pyrotec PackMedia's ElastiTote hang tag, which would be used to promote to shoppers a free razor with every purchase of the gel."

Pyrotec PackMedia is the leading provider of innovative on-pack solutions to the South African market. ElastiTote forms part of Pyrotec PackMedia's Elastitag collection- a range of unique, elasticised hang tags that can be used for labelling, branding and marketing a wide variety of products from produce to cosmetics. The ElastiTote variant allows for a promotional item to be connected to the main product; be it a sample packet, trial-sized product or for purposes of cross-promotion. In the case of the Loving Touch brand, the ElastiTote was used to attach a razor to the bottle of shave gel as part of the promotion.

Timothy Beattie, GM of Pyrotec PackMedia, says: "A free item always provides incentive for customers to purchase a product, even if their preferred brand is usually another. ElastiTote - which is considered a brand enhancement tool - provides an attention-grabbing way to incentivise a promotional campaign while increasing the aesthetic appeal of the product on offer."

Frade was extremely happy with the outcome of the promotion: "The campaign was so successful that we had to keep stock back in order for it not to run out before we launched our new branding, as it was selling very fast. The management team was very happy as it allowed us to get rid of stock that would have been written off."

"This success would not have been possible without the ElastiTote! It made the product stand-out on the shelves whilst enhancing the brand. We will definitely use it again."

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