

# BANNER TAPE

High Impact,  
Promotional Carrier



We understand the implications that promotional and seasonal packaging changes can have on a business. **Banner Tape** is a high impact, self-adhesive promotional carrier, which allows you to engage with the consumer directly from your pack without the need for costly and wasteful pack amendments.

## PRODUCT INFORMATION

### HIGH IMPACT

Our in house design capability and world class printing technology ensures that you can use Banner Tape to communicate in a vibrant and eye- catching manner. Banner Tape's wide width and full length application to your pack provides increased messaging space to deliver additional information. This could be anything from new promotions, introducing new flavours or delivering critical information (e.g. same great taste, new design). Change the tape, not the pack!

### WASTE REDUCTION

By using Banner Tape you can avoid the enormous costs and likely waste involved in a full pack redesign. The solution is also linerless, so unlike labels, you also won't have any liner waste to dispose of after application.

### EASY TO IMPLEMENT

We offer comprehensive applicator support and a range of complementary application systems that are compatible with most types of packaging materials and formats.

## KEY BENEFITS



- Provides on shelf standout in crowded supermarket aisles
- Designed to promote your brand message and support promotions - Change the tape not the pack
- Avoid pack redesign costs such as re-origination waste caused by promotions
- Quick and simple to apply to new or existing production lines