

Credit: tessastuart.co.uk

GET YOUR FRONT OF PACK RIGHT



Packaging for FMCG products needs to work in two ways. The primary function is to protect your product, but the principle aim is to attract more customers. Here are some of the key considerations when preparing content for your front of pack (FoP).

INNOVATION

Add emphasis to any important innovations that might be applicable to your production methods, processing or packaging materials.

MESSAGING HIERARCHY

Visual hierarchy prioritises information to guide the consumer's eye through your pack design. It's crucial to get the messaging hierarchy right. In this example, brand name is the focal point, followed by the product type/description/flavour.

BRAND COLOURS

Establish your brand colours to increase brand recognition. Colour can also be used to differentiate between the products in your range, as well as identify individual flavours.

ICONOGRAPHY

A well-designed set of icons or symbols can be useful to communicate information quickly. This helps to improve the readability of your content, enabling shoppers to process that information at a glance.

SUSTAINABILITY CREDENTIALS

Environmental information is extremely important to many consumers. If you are using recyclable materials or innovative ingredients, be sure to communicate those values somewhere on-pack.

PRODUCT IMAGERY

Will high quality photography do your product justice, or would illustration better differentiate your product on the shelf? Perhaps there's a die-cut window in the pack front that would show off the contents inside?

MANDATORY ELEMENTS

Your product type will determine the mandatory information, such as weights and measures, or dietary information. Think about quality assurance marks to communicate provenance, or point to any notable awards you may have won.



Credit: froghop.co.uk

GET YOUR BACK OF PACK RIGHT



SPICY CHILLI VEGAN JERKY PROTEIN SNACK

NUTRITIONAL INFORMATION

Typical values	25g Serving	100g pack
Energy	323 kcal (1381 kJ)	121 kcal (511 kJ)
Fat	8.1g	1.3g
Saturated fat	3.4g	1.3g
Carbohydrate	3.9g	1.4g
Sugars	1.5g	0.6g
Fibre	0.5g	0.2g
Protein	59.7g	22.1g
Salt	3.1g	1.1g

INGREDIENTS

Organic Pea Protein, Soy Mince, Wheat, Water, Fabia Protein, Olive Oil, Glucose, Seasonings, Apple Cider Vinegar, Coriander, Yeast Extract, Maize Starch, Salt, Organic Coconut Sugar, Liquid Smoke, Natural Flavours, Spice.

Allergens: ingredients in **bold**. This product may also contain traces of nuts.

STORAGE INSTRUCTIONS

Store in a cool dry place away from direct sunlight. Once opened, keep refrigerated and consume within 24 hours. The oxygen absorber sachet in this pack is not for consumption.

FUEL FOR ADVENTURERS

Western Cape is fueling your adventures with nutritious plant-based protein snacks. We offer protein seekers a tasty plant-based alternative for a more optimistic future. Eat on the go, from the office to the Alps; fill your boots, or throw it in your backback for a delicious and convenient non-perishable protein snack.

SCAN THE CODE

To enjoy more delicious flavours, scan the QR code to order online.



GUILT-FREE SNACKING AT WWW.WESTERNSCAPE.COM

Spread the word @westerncapesnacks



Design by The Food Brand Guys



Western Cape snacks are produced in the UK by Hartwood Foods Limited, Stanbridge Road, Leighton Buzzard, LU7 4QB

Best before date:

GB BY015



25g e



The mandatory or functional elements will ensure your pack is compliant, but try to imagine your product packaging as the first chapter in your brand story. There are a number of ways to inject personality and connect with consumers through your back of pack (BoP).

NUTRITIONAL TABLE

The mandatory nutrition declaration must be clearly presented in a specific format and include values for energy and six nutrients.

INGREDIENTS AND ALLERGENS

List the ingredients with an advice statement to explain how allergens are emphasised within the ingredients list.

CERTIFICATIONS

Official certification marks can convey certain characteristics, such as traceability provenance or production standards.

RECYCLING INFORMATION

Indicates whether or not the packaging can be recycled (soon to be mandatory).

PACK WEIGHT

Packaged foods above 5g or 5ml must show the net amount/quantity on the label.



TELL YOUR BRAND STORY

Communicate the essence of your brand to make your pack more effective. Engage with your audience on an emotional level, because emotion sells.

INCLUDE A QR CODE

Provide a quick link to additional info; other products in the range or a brand promotion.

CONNECT ONLINE

Connect customers with your social channels and website to boost your online presence.

BUSINESS LOCATION

You must include a name and physical address where your business can be contacted.

STORAGE CONDITIONS

Include information on the storage conditions, along with an area for the 'use by' or 'best before' dates somewhere on pack.

BARCODE

Most distribution centres and retailers require barcodes, but try something more interesting with the design to reflect your brand personality or the nature of the product.

www.gs1uk.org