

Figure 26.10 Foil wrap hollow figure format.



Figure 26.11 Foil novelties with string.

plastic vacuum-formed “clam-shell” type containers within a carton frame. Eggs were traditionally sold in eggcups, printed beakers, wicker or plastic nests and baskets; however, in recent years, price sensitivity and environmental sustainability have seen the reduced usage of this type of container in many markets. In the United Kingdom, many standard Easter egg formats use 100% recyclable packaging; however, luxury eggs still use plastics with no recycling stream available.

There is no doubt that the most likely cause of damage to Easter eggs and novelties is poorly designed packaging. The most attractive cartons are useless if they cannot protect their contents from the rigours of the distribution chain, and it is often necessary to affect a compromise between design and strength. High-quality boards can enable designs that were formerly impracticable to be used, but at a cost.

It is always advisable to carry out carriage tests on new packaging materials and/or formats. The tests are designed as far as possible to reproduce the normal hazards of distribution, but with Easter eggs and novelties, this becomes essential. It is also critical that such tests are carried out using exactly the materials that will be used in bulk manufacture and that these materials are clearly specified and checked. There have been many cases where cartons have been made of different boards when printed from those supplied in plain form for testing.

26.2.7 Shelf ready/retail ready packaging

Recent developments have seen the growing demand from retailers for “shelf ready” or “retail ready” packaging, that is packaging that will go from transit to shelf with the minimum amount of labour and time (Figure 26.3). Therefore, transit cases have become more expensive in order to decorate the case more elaborately, while enabling the contents to be placed on the retail shelf with minimum effort and fuss.

Corrugated and cartonboard cases have become more complex with tear-off lids and/or multiple-piece construction allowing a lid or hood to be removed easily without the aid of cutting blades. Usually this leaves a tray holding the contents, which can easily be placed on the shelf, thereby significantly reducing the labour time required to fill the shelf.

Although shelf ready/retail ready packaging is an added cost for the manufacturer of the goods (increased decoration/printing, complexity and materials that are more robust), these transit formats offer increased potential to display the brand image to its best advantage. In addition, these fully decorated transit cases become more easily identifiable in the back of store, minimising shelf out of stock situations and maximising sales opportunities.

The full benefits of shelf ready packaging can only truly be achieved when the packaging provides:

- 1 Easy identification – locate in back of store and on shelf;
- 2 Easy opening – tool free, minimum time;