

Pressure-sensitive labels give heritage brand tasty new life

By Jenni Spinner, Senior Editor -- Packaging Digest, March 1, 2013

Over the past 75 years, Best Maid Products Inc. has grown from a kitchen operation to a brand known throughout the southwest. As the company continues to grow, its owners are looking to evolve the brand while maintaining its heritage.

"Our initial challenge was making the label pop. We wanted to keep with our heritage, but show a fresher, more premium image to our existing consumers while enticing trial from new customers," says Jeff Robinson, Best Maid Products vp of operations.



The company previously used glue-applied paper labels. The team at [Avery Dennison Label and Packaging Materials](#) came up with the idea of pressure-sensitive film labels.

"Clear-on-clear self-adhesive labeling helps brands position themselves as contemporary and allows additional graphic attributes to be added to the label," says Tina Hannan, film product line director for Avery Dennison Label and Packaging Materials. "In addition, the clear-on-clear label design creates a premium, no-label look that grabs the consumer's attention and lets the product stand out on shelf."

The new labels, designed by the [Quake Group](#) and printed by [Smyth Companies LLC](#) feature graphics that closely mirror the Best Maid graphics (including its "Smiley" mascot) while allowing consumers a better view of the product inside. The Avery Dennison 2.0 clear biaxially oriented polypropylene (BOPP) labels are printed UV flexo on an eight-color press.

The newly designed packages hit shelves in 17 states in May 2012.