



ALL THINGS STICKY

Our foray into all things sticky has been an interesting one.

BY JANE SMITH

Our foray into all things sticky has been an interesting one. If one looks hard enough there are always new things to learn and opportunities to be unearthed. From labelling to adhesive tape, glue to Velcro there's certainly still capacity to grow sales, particularly in more niche areas and where added value solutions can be sold.

Let's take the area of labelling first. We've spoken to Esselte about their DYMO labelling range and Brother about their P-touch range to find out what's happening in their market sector. And we've spoken to Avery too about their views on the sector.

Labelling for identification is big business according to the two brand leaders. The market is still expanding and it's profitable. Consumables are a major aspect of this opportunity too, so don't forget to find out if there are any existing machines in your accounts as well as concentrating on new sales.

Lesley Howe, identification product manager at Brother UK told us, "The important thing to remember is that we sell solutions not products and that's what we concentrate on with our P-touch range. The application of our products in vertical markets can bring good rewards. Here are two examples. Firstly in relation to the new Disabled Access Legislation (part of the DDA) coming into force in October. The legislation talks about not only disabled access to buildings but also access to services and information in public places.





We have been working with the RNIB and have recently received accreditation for our P-touch 3600. Then, effective from 24th April 2004, the Brother P-touch 3600 contains fonts that meet RNIB legibility guidelines when used with recommended tapes. This is specifically for our large font sizes and bright and contrasting colours that make our labels easier to read and is ideal for low cost signage and shelf/information labelling in public areas. We have also proved that our label tapes are fade resistant and can be used outside as well as inside, useful for garden centres or builders merchants where products or shelving needs to be labelled. Electricians are another target market. We have a specific range of products and tapes for labelling cables and wires."

QUALITY TIME

A slightly different angle is highlighted by David Devine, product manager at DYMO UK, who says: "People feel that they are getting increasingly busy and have less time to do everything they want to do. They also waste a lot of time looking for things – 1 in 12 people spend 70 minutes a day looking for lost items at a cost of £40.5m per day to UK industry and a loss of 2.7m working hours."

This is the underlying theme behind the very successful, high profile end-user campaigns that DYMO have been running last year and again in 2004. All channels are reaping the rewards from the campaign with Esselte's target to create a £10m LabelWriter market. DYMO also enlightened us on more interesting facts.

STICKY BITS From labelling to adhesive tape, glue to Velcro there's certainly still capacity to grow sales, particularly in more niche areas and where added value solutions can be sold

According to a survey by Garner Group (www.garner.com), the average company makes 19 copies of each document, loses one out of every 20 documents and spends an astonishing 400 hours per year searching for lost files! No wonder our working hours are steadily increasing. The message from DYMO then is Quality Time. Simplify your working life, ensuring business and personal time is not wasted looking for documents.

Infinitely versatile, labelling machines are capable of producing labels for almost any application. The diversity of functions, fonts, styles, sizes and colours mean you

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can do just about anything you want to. Esselte have also carried out research to ensure that their activity is focused and relevant to potential users. This research also showed that 82% of businesses need labels to address envelopes, 68% to address packages, 47% to label filing, 24% for media identification and 22% for name and label badges. That's some opportunity! We've given you some ideas to get you started but there have to be opportunities lurking in almost every account you visit.

And here's another opportunity. Which of your customers use labels for regular mailings? Read on to find out more and then why not make a note to demo the product next time you go in and provide the customer with details of how to obtain free samples?

FINGER STICKING GOOD

For many years Avery have been a leading force in the address-labelling sector and have invested heavily in marketing and product development. New products keep

customers interested and the sector remains buoyant. Through a database of over 200,000 consumers Avery continually talk to consumers to make sure that new products meet their needs. And their latest range of labels called QuickPEEL is no exception. Amy Collins told us: "Everyone wants an easy life and one of the key messages coming from consumers was that they wanted a quicker solution to mass mailings. Our QuickPEEL labels can save up to 25% of time. All you do is pull away the strip running the length of the sheet, which reveals the edge of every label. Each label can then be easily removed and applied to an envelope or postcard." Promotional support and backup for this new product range is considerable. There's a series of mass-market promotions including free UCI cinema tickets in-pack and tailored promotions and sampling campaigns available. QuickPEEL templates are available in Microsoft Word and other popular software packages. Avery is also offering a free software download to encourage take-up.

Turning our attention to the adhesive tape sector it's clear that this is a mature, high volume and in most cases low margin sector. The volume end is dominated by own brand and there appears little opportunity to grow the category or increase the value or margin opportunities within the sector.

invest in creative and high profile sales and marketing campaigns. Particularly strong in retail sales, director Colin Gadd says, "With a brand as strong as Sellotape it is imperative that we aim to be as creative as we can without detracting from the familiarity and heritage."

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However, we spoke to Marie Eatwell, brand manager for 3M Consumer and Office Tapes who is in no doubt that it is built-in added value benefits that are continuing to leverage their sales of Scotch packaging tapes. She says, "In end-user customer feedback, having tape complete with easy-to-use dispensing consistently rates highly as 'reason for choice'. Office users say they like the product because they eliminate the need for finding scissors or buying an additional dispenser."

The integral precise cutting blade also ensures no wastage and the fact that the rolls are easily stored in a desk drawer also rate highly with users. Perhaps you should mention this solution next time you see one of your customers struggling with lengths of packaging tape wrapped around their fingers?

TAPED CRUSADER

Sellotape too is optimistic about sales. Awarded 'Most Trustworthy Brand 2003' Henkel continue to

Recent activity and incentives are boosting Sellotape sales in both business customers and retail consumers as well as maintaining existing brand loyalty.

As we 'nosed around' the subject even further another small product from another big brand came to our attention as a winner as far as sales opportunities for you are concerned. Velcro Adjustable Ties and Straps. Part of the Velcro brand Stick On Range designed to help create a safe and organised work space these Adjustable Ties or Self Gripping Ties can be used to secure computer cables neatly and safely in place or to bundle and secure documents, papers and folders for tidy storage or easy transport. Available in two thicknesses and in 5m strips so that they can be easily cut to size to meet any need. A low cost solution we thought they were great!

SO YOU SEE, 'SEEK AND YOU SHALL FIND'

STICK WITH IT! (SORRY COULDN'T RESIST)! ■

