

Latin American Hair Care Market Competition Leads to Decoration Innovations.

Stiff Competition in a Growing Market

The Latin America hair care market is a tightly segmented and vastly expanding competition for consumer buy in. The women of Latin America have demanded more unique treatment for specific hair types, and companies are more willing than ever to provide products. Long seen as the traditional leader in hair care products Colgate-Palmolive's Caprice styling line has responded to market competition by expanding their lines to provide more than 45 hair care solutions. The Caprice team's need to become more flexible in their supply chain and a desire to differentiate themselves from stiff competition in their hair spray lines lead to an investigation of higher perceived-value packaging.

Decoration Changes to Alleviate Supply Chain Woes

Caprice's former lines were decorated using a pre-filled dry offset can system. This application left no room for late stage product fill and created a burden on a pre-determined supply chain. Dry offset also did not provide high quality graphics that Caprice needed to set themselves apart on Latin American shelves. Caprice team members called on global label solutions provider Multi-Color Corporation for ideas.

Shrink Sleeves Provide Multiple Benefits

Through collaborative involvement of Caprice and Multi-Color teams, the benefits of shrink sleeves became apparent. Caprice would be able to improve graphics and offer full 360 degree coverage. The sleeves would allow for bottles to be decorated just before shipping ensuring that graphics reflected current trends in the market. Also, the ink would be trapped between the can and the face substrate to reduce scuffing in the shipping process.



New Challenges for Colgate-Palmolive

The Colgate-Palmolive group had not previously decorated cans with shrink sleeves, and as such relied heavily on Multi-Color's Technical Service Team to iron out the wrinkles in a new application method. The nature of aerosol cans requires a water bath that will make air leaks evident. This residual moisture cannot be left on the can to create rust - so Multi-Color's Product Leadership team worked to develop a water expelling ink additive which would keep steam from being trapped by the sleeve. Furthermore, a high strength opaque white ink was utilized to hide the seam of the can presenting a flawless shelf billboard that masked any imperfections under the sleeve.

Precision Proves Market Results

The high quality continuous-tone images required perfect registration to make sure facial features and skin tones remained the same from bottle to bottle, as such every label was 100% inspected by Multi-Color's on-press vision system. The resulting labels filled store shelves with bright, clear faces and unblemished hair - providing a desirable look that consumers could recreate in their own homes using Caprice product.