



brand strength at your fingertips





# brand strength at your fingertips



From cakes to coffee, tea to biscuits, candy to chocolate and CDs to DVDs, products need packaging. And when the packaged product reaches the consumer, that packaging needs opening. Payne tear tape is flexible enough to meet the needs of all these markets and adaptable enough to match the increasing sophistication of the consumer.

Even at its simplest, printed in a single colour to suit your pack design, Payne tear tape does more than just facilitate easy and controlled opening of your pack. Through its ease of use it pre-disposes your customer to positive feelings towards your product. So when the same tear tape is printed with a relevant, immediate, powerful and memorable customer communication, it reaches them at the right time, in the right place and in the right mood to welcome, remember and - if required - act upon your message.

Tear tape strengthens your brand values, promotes product extensions, communicates product or brand innovations and facilitates customer promotions and incentives. The speed with which the message can be changed - without needing to alter the external pack design - makes it highly responsive. Its presence at the point-of-use makes it an extremely effective part of any marketing strategy and as a branding tool it has few equals: placing the brand message literally at the consumer's fingertips.

## tear tape evolution





# open a new line of communication

Finding new and effective marketing tools becomes harder every day. Payne tear tape makes it easier by providing you with a unique method of communicating product extensions, brand lifestyle values, incentives and promotions. Tear tape also works with the latest variable data technology, such as SMS, making it even more arresting and relevant for your customers.



## Driving the brand

Printing your branding message onto Payne tear tape provides strong reinforcement for your brand at the point of consumption. The communication can be placed in a premium position on your pack, unobscured by any other packaging and will also remain intact when the pack is being opened.

## Promoting the benefits

Where better to communicate the customer benefits of your brand than on the product itself? Whatever the message - whether a health benefit, a brand milestone or simply an introductory price or discount - on Payne tear tape it is highly visible and remains intact from on-the-shelf impact to final use.

## Picking the winners

As a gateway to promotions, Payne tear tape is highly effective. Its capability to carry random numbers or other variable data and to be printed both sides, makes it ideal for involving consumers in mobile SMS promotions, or directing them to a website with a chance to win a prize.

As the growth in marketing messages increases, Payne tear tape gives you a direct line to your customer.



# winning combinations

Payne tear tape offers a unique combination of benefits for you and your customers. No other packaging does so much for the consumer and for your brand marketing at the same time. For you, Payne tear tape reinforces your brand, communicates your marketing messages, enhances brand security and even delivers data capture of your customer's details to build your relationship marketing campaigns. For your customer, it provides information, excitement, interactivity, reward potential and, of course, easy opening.



As the entry point to a mobile SMS or web-based lottery, Payne tear tape encourages consumer interaction with your brand and website, building equity and brand loyalty. Our variable data capability makes it possible to randomly disperse millions of unique number combinations across your production output. The same tear tape can also carry a fixed message, such as a website address and its point-of-use positioning provides that "instant win" feel.

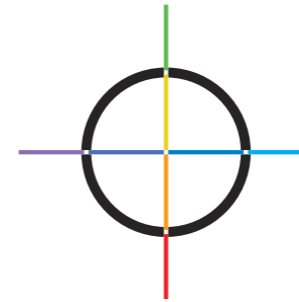
As the threat of counterfeit and product tampering grows, Payne tear tape also offers cost-effective brand protection solutions. Tamper-evident by nature, the brand protection opportunities for Payne tear tape have been developed over many years. These are necessarily confidential, but our combination of specialist expertise and innovative technologies enable us to combine and build in brand protection within your tear tape solution.

A tough time for those you need to discourage. Easy-opening and interaction for the customers you want to encourage. Payne tear tape offers a winning combination.



# practical creativity

Eye-catching, conversation-stimulating, creative, effective - Payne tear tape can be all these things. We work with your marketing team to develop a brief, our creative in-house design studio ensures its practicality, whilst our expertise and advanced technology makes it a reality.



As you'd expect, we have tear tape design and reprographics all wrapped up. Our unique in-house service offers comprehensive project management, putting years of experience of tear tape design at your disposal and providing valuable external support to your marketing team. Our designers can help develop the most effective designs for a vast range of applications and they have the expertise to create practical designs which are entirely suitable for tear tape conversion.

By creating design sheets and 3D pack visuals, we give you a complete picture of how your pack design and Payne tear tape will work together before you commit to production. And our advanced technical production facilities ensure our designs look as good on your products as they do on the layout.



- Unique in-house tear tape design and reprographics service
- Practical customised design proposals to ensure suitability for tear tape conversion
- Project management - we work with you, taking your ideas and bringing them to reality
- An external support to your marketing team
- 3D pack visuals developed



## corporate strength at your disposal

Founded in 1911, Payne has grown to become the leading manufacturer and supplier of self adhesive tear tape to the producers of consumer goods. We are market leaders in terms of sales, global reach and innovation and the only tear tape supplier with two fully integrated plants and worldwide slitting operations. Trading in more than 100 countries worldwide, we're sure to have a presence near you and can provide technical and sales support wherever you need it.



Our tear tape solutions extend across three distinct ranges - Supastrip<sup>®</sup>, Rippatape<sup>™</sup> and Vaktape<sup>™</sup>. Together they meet the market requirements across a wide variety of boxboard, flexible and hermetically sealed packs and are supported by a complete range of tape dispensers and application systems.

From clear tear tape to sophisticated printed variable data solutions, Payne's comprehensive range of products serves an extensive customer base. Industries including tobacco, food and beverages, pharmaceuticals and paper & board, amongst others, all rely on Payne's state-of-the-art production facilities, which meet ISO 9001: 2000, ISO 14001 and BRC-IOP quality, environmental and food hygiene accreditations.

With the backing of our parent company Filtrona plc, the international, market-leading speciality plastic and fibre products supplier, we are able to continually invest in our production facilities to ensure we remain at the forefront of technology and quality. And our years of experience mean that our comprehensive range of products will continue to serve our extensive customer base and help to continue to deliver brand strength to your fingertips.





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