



“The ‘no-label’ look is a very successful way to project an image of product quality and purity. It presents a technical challenge, however, because a clear label applied over a container has to provide extreme clarity, not only straight off the application line but also over time as the container is used by the consumer.”

High clarity, high efficiency labelling for Nivea

Few markets are as competitive, or depend so much on shelf impact, as the body care market. The Nivea brand is one of the market leaders, and regular updates to packaging are an important part of retaining a prime position. Such product updates often involve artwork changes, but for this project the goal was to successfully launch a new and unique container shape alongside new label designs.

Safeguarding the brand

Nivea is a universally recognised brand, and a key requirement was that the new packaging had to convey the image of trust associated with the brand. Benoît Jourde, business development manager at Avery Dennison explains:



body milk **Smooth Sensation**

“ The Global MDO laminate is an outstanding choice for demanding applications. It will retain the required shape over long periods of use. A high performance adhesive S7000 and thin PET23 liner ensure excellent film clarity, and also give highly productive conversion and dispensing. This product is able to give brands premium quality presentation on mass-market products.”

High productivity labelling

Reliable high speed application was another essential requirement for Beiersdorf, to help safeguard its position as one of the market leaders. The labelling material had to meet this need in full, and it also had to offer enough conformability to follow the unique shape of the new bottle. Benoît Jourde was confident that Avery Dennison's conformable self adhesive material, Fasson® Global MDO, could project the right brand image while also delivering high productivity:

Extensive testing

A key feature of Avery Dennison is the depth of technical support offered during development and conversion. Very close collaboration took place during this project, both with Beiersdorf and with their label printer. The result was that Beiersdorf had confidence that Global MDO could meet the very particular demands of these body care products.

Product of choice

Fasson® Global MDO is now the preferred product labelling choice for the Nivea Body range from Beiersdorf. It provides a look that is highly effective on the shelf and able to survive the bathroom cabinet for long periods of time. The material has opened up new packaging possibilities and created opportunities to maximise the impact of colours and curves.



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