

Putting on the Ritz: Nabisco offers crisp chips with new, improved functional label.

Staying Fresh by Keeping Air Out

Keeping fresh air out of primary packing is the first step in preventing any baked good from becoming stale. The team at Nabisco Foods work hard to keep their Ritz Toasted Chips free of any unwanted exposure by providing a resealable bag to the customer. However, the Ritz team's first attempt at this venture was less successful than desired. The resealable tab was too aggressive and was difficult to reposition for multiple closures. Furthermore, the application process of the tab left too much variability and too often covered up valuable graphics space.

Inspiration From Other Markets

During an investigation process to solve these issues, Nabisco Foods began a dialog with Multi-Color Corporation in Batavia, Ohio. Multi-Color's experience with Home and Personal Care had led to many developments in resealable laminates for various wet-cloth personal-use pouches. Nabisco hoped that this success could feasibly translate into the much more competitive food sector. Research and development teams from both operations soon began working together and presenting ideas to brand personnel for Ritz.; and soon a new label construction was approved.

Improved Labels Lead to Efficiency Upgrades

The new label was constructed from a stiffer substrate and a less aggressive adhesive to allow for more functionality, and used an FDA approved UV ink since the application stage was taking place at the bakery. Solving the label characteristics was only half the battle though; to increase the application accuracy, members of the Multi-Color technical team went on-site for Nabisco and actually reprogrammed the electronics of the label applicator to be more precise. Furthermore, the technical team was able to make a suggestion to switch to a recyclable PET liner that would allow for roll sizes to increase from 18,000 to 30,000 labels, effectively cutting changeover time in half.

Good News Travels

Nabisco Foods wanted to make each fill line just as efficient as the original, so a member of the Multi-Color team travelled to each plant and repeated the same expert service used to increase the efficiency and accuracy of the value-added label as at the first site. Ultimately, the design team at Nabisco was able to quit sacrificing billboard space to accommodate labels.

Solutions Offer Savings

At the end of the day Nabisco Foods had received a label with an improved substrate, improved consumer functionality, and improved application techniques: even taking out some cost in the process. Keeping air out of a bag resulted in entire process overhauls, and provided savings that Nabisco Foods could pass directly on to the customer.

