

Packaging and labelling challenges faced by the agrochemical industry

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Packaging and labelling plays an important role in communicating vital information to consumers of the agrochemical and crop-protection industry. Whether the products are pesticides or garden-care, agrochemical labels come with a set of legal requirements.

"Specific information is required on agrochemical labels to ensure safe handling and usage of the product due to the harmful chemicals infused," explains Timothy Beattie, General Manager of Pyrotec PackMedia. "Above the standard brand name, manufacture and product information on labels, data such as direction for use, handling, storage, disposal instructions, dangers and warnings as well as first-aid instructions are compulsory information that need to appear on labels."

Having enough space on labels poses a problem due to the amount of information needed on one label. Without compromising on the quality of a label, Fix-a-Form can be used to ensure all information is correctly laid out on one label by utilising the multi-page label system.

However, the need for large amounts of information on agrochemical labels is not the only challenge faced by manufacturers. Pyrotec PackMedia has identified five key areas that pose a challenge to the packaging and labelling of agrochemical products.

The need for improved with-pack communication

Manufacturers are required by law to include information on safety and warnings pertaining to the product, ensuring the protection of the consumer and no harmful misuse of the product. Fix-a-Form multi-page labels allow manufacturers to place a vast amount of diagrams, pictograms, charts and information to the label which ensures consumers are informed fully about the product.

For in-field work the Fix-a-Form high gloss laminated option works well as spills are easily wiped up without smudging the label.

Emerging market trends and global regulations in crop-protection packaging

The agrochemical industry is ever-changing and searching for innovative ways to cut back on spending as well as ways to improve packaging efficiency and user-adherence, whilst ensuring integrity throughout the supply chain. Additionally, as legislation changes so does the amount of information required on products such as hazard warning information and safety precautions. Due to cross-continent shipping multiple languages are also required on each product which alone requires a fair amount of space and poses a challenge to manufacturers. The vast amount of information needed on one label presents a continual challenge to manufacturers. However, it can be easily solved by utilising Fix-a-Form multi-page labels.

Anti-counterfeiting solutions

Counterfeit agrochemicals and pesticides are a huge threat to the agrochemical industry, costing them billions each year and it also undermines public trust. In this instance, packaging and authenticity play a crucial role in fighting counterfeit crop-protection products. Authenticity solutions such as holograms and printing techniques can be used on labels to help combat counterfeiting.

The benefit of Fix-a-Form allows manufacturers to print holograms and use different printing techniques that are not easily counterfeited.

Tracking, tracing and serialisation of crop-protection packaging

Tracking and tracing data on products together with over-coding, serialisation and e-pedigree are important components in packaging and labelling as it safeguards the integrity of a product within the supply chain. All of this requires a certain amount of space on the packaging and labelling of a product, however, due to the already vast amount of information required on a label finding space can be difficult. Fix-a-Form multi-page label is an ideal solution because pages can effortlessly be added to the existing label.

The drive for sustainable packaging solutions

Sustainable packaging materials are a vital element in cutting costs which often result in a significant long-term return on investment. Manufacturers are becoming increasingly aware of this, as are consumers, and it places brands in a good ecological light.

Due to the innovative design of Fix-a-Form the multi-page labels reduces the need for excess packaging as a single label can have up to 100 pages. Fix-a-Form labels can also be directly applied over existing labels or packaging which works well when redistribution and parallel importing is required.

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