

Short lead time? Get your promotion to market quickly.

At the beginning of the year, many customers are looking for great value in store – making this the perfect time to run your special offer, promotion or competition. Or perhaps, as a product owner or marketer, you're looking for an effective way to grab attention at the point of sale – where it really counts – on your incredible seasonal offer, your back-to-school items, or your Valentine's Day goodies.

An on-pack promotion is a fast, flexible and effective solution for driving purchases in the retail environment; and with Pyrotec PackMedia's Fix-a-Form® Promotional Booklet Labels, you have all the space you need for your promotional messaging or new product launch campaign.

What are promotional booklet labels?

[Fix-a-Form® Promotional Booklet Labels](#) combine a printed booklet or leaflet with a product label. This multiplies the space available for communication on-pack several times over, without affecting the legibility or aesthetic quality of your marketing message.

Thanks to their versatility and prime positioning on pack, these innovative labels are an extremely cost-effective marketing channel. The best part is that they can carry as much text and as many images as you need them to – making them ideal for:

- Cross-promotions
- Competitions
- Launches of new products or product variants
- Coupons
- Recipes, tips, hints and ideas
- Expanding your brand story

This can be achieved in as many languages as desired, in the full range of printing colours. Fix-a-Form® Booklet Labels can also be die cut to reflect your product design and they're available in a variety of sizes, from as small as 40mm in diameter. These labels can also be attached seamlessly to a range of substrates including glass, cardboard, foil or plastic.

How can Pyrotec support your sales and marketing objectives?

Our trained sales advisors will work with you to develop a promotional solution swiftly and efficiently, so that you can get to market on time. Our team will also help you to select or develop the perfect type of Fix-a-Form® Booklet Label for your specific product and need.

Additionally, Pyrotec offers a complete **concept to application service**, including:

- Advice on the best application methods
- A variety of suitable label application machinery, which can be rented
- Customised competitions with SMS, data management and even prize distribution

Ready to run your on-pack promotion the smart way?

Contact [Pyrotec PackMedia](#) now to discuss your options.