

Private label products – the latest trends

Private and confined labels are growing worldwide, and South Africa is no exception. Private labels are the brands that carry the specific chain's name and are also known as own brand products. Confined labels are defined as specific branded products, developed exclusively for a specific chain, and such brand is not available at other stores – examples are Farmgirl canned vegetables at Pick n Pay or Payless at Clicks or Biogen at Dischem.

At a recent trade fair held in Amsterdam, Holland, thousands of visitors from around the world visited 2 700 exhibitors from 70 countries, located in 15 halls to keep up with the latest developments in private label sourcing, packaging and product development.

A number of trends emerged.

Organic/vegan/plant-based foods

Some examples that were evident included:

- From Holland, vegan and organic powders which, mixed with water, produced items such as a veggie burger, loaded with proteins, fibre and minerals. The powder form ensured that the product has a long shelf life.

- The trend to more oriental food tastes included a saffron spread from France that came from a spray cannister to season items such as fish, salads or rice
- Organic buckwheat from Lithuania made scrumptious granola, health bars and breakfast shakes.

Friends of the environment

Many new product lines were very conscious of not hurting the environment. Thus...

- From Denmark, one could find non-food items made from biodegradable products such as wheat in finished products ranging from straws to pot scourers
- From Turkey and India, products were on display such as wipes that are biodegradable and totally flushable
- From Denmark, a range of food storage containers came with an app that memorised expiry dates and advised the user by SMS when the contents were close to the 'eat by' date.



PRIVATE LABEL

Idea Supermarket

This was a special area of the exhibition that allowed the visitor to slow down in a comfortable environment and browse to analyse a whole range of new concepts, such as...

- From Korea, private labels and sub-brands of Korean foods
- From the UAE, one supermarket chain, Lulu, displayed hundreds of its own labels
- From the US, a supermarket that only stocks own label products (Brandless) showcased its range (this chain donates a meal to underprivileged people every time its website records a hit)



PRIVATE LABEL



- Pet food ranges from have been 'humanised' by showing various types of dog food with a picture of a dog but dressed in human clothing to indicate that these animals are part of one's family
- Other products that were displayed in the Idea Supermarket included cleaning products, health and beauty ranges and ready-to-drink cocktails, as well as meal kits in boxes.

Catering for millennials

This very important demographic was not forgotten either and products on display ranged from...

- Frozen organic herbs, such as garlic, parsley and basil, conveniently frozen into cubes that were designed to be added to a meal for flavouring
- From Italy, balsamic vinegar made from seaweed was sold as a solid ball which could be grated to be added to a salad
- And a smart gum range was available for young people. The range included items such as bright smile gum, energy boost, active mind and immune system booster.

Make sure you plan to visit the next PLMA show in May 2020. **SR**

An innovative range of seasonings for the health-conscious consumer



Tastebud seasonings by Cape Herb & Spice are inspired by the global healthy eating movement, offering a solution to clean eating, in addition to being verified gluten free. They are available in seven popular flavours – Spicy,

Umani, Caramel, Herbed, Seeded, Savoury and Zesty – the range introduces exciting new ingredients that deliver honest-to-goodness flavour. These include coconut flour, coconut sugar and natural yeast extract expertly blended with a variety of herbs and spices.

The range is targeted at LSM's 6–10, including both males and females, aged 20+ (particularly millennials), who are ingredient conscious. The tube packaging with adjustable shaker top is fully recyclable with an easy to remove label to aid the process. Pack sizes range from 85g – 100g and are shipped in 6's. They will be primarily promoted through a social media campaign, in magazines and in-store point-of-sale with the expected retail price being R39.95.

CONTACTS

Local sales: Tel: 021 701 5140

Email: lee.devilliers@capeherb.co.za

Export sales: Tel: +27 21 701 5140

Email: kathryn.vanderwalt@capeherb.co.za



Some supermarkets in Asia are now using banana leaves for packaging instead of plastic

Save time, clear space and reduce waste handling costs

There's good money to be made recycling cardboard and plastic packaging waste.

At the same time, the all new Bramidan B4 baler allows you to handle that waste more efficiently. Easy for your staff to use, it enables you to reduce waste packaging storage space and backdoor shrinkage. Altogether a cleaner, neater, more secure and more hygienic solution.

This small footprint baler is now easier, faster and quieter to use than its predecessor and it is even safer. With only 3 buttons and an emergency button used to operate it, it's easy to introduce store staff to its use.

All it requires to set up is a space of 975mm wide X 715mm deep and 1 985mm high and a 10 Amp 230 Volt electric socket.

With a 4-ton press force, deep stroke and efficient retainers, it achieves a high compaction ratio for the optimum reduction of storage space. All steps of the operation are simple and safe and its very low noise improves the work environment.

A full light indicator flashes when a bale is ready and prevents overloading. The compacted bale is ejected with a safe and automatic two handed operation.

Akura and the Bramidan range of balers

There are 8 sizes in the range, which caters for anything from a superette up to a distribution centre. They are sold and serviced in Southern Africa by Akura Engineering. Established in 1970, Akura designs and builds a diverse range of specialised machinery. It sells and services customers throughout Southern Africa from their Paarl factory and branches in Johannesburg, Durban and Port Elizabeth.

Akura is one of the largest manufacturers of waste handling equipment in Southern Africa with its well-known and trusted Akupak machines. In Bramidan, it recognised the ideal combination of quality, safety and ease-of-use for a store operated baling system.

Akura's expertise will match the right size Bramidan baler for your store's needs. Save space, improve store neatness and hygiene, reduce pilferage and get a new source of income today. Call our experts to give you the right advice.

with the new Bramidan B4 baler

Bramidan balers are manufactured in Denmark to European safety standards.



Source of income

Not only does baling help optimise the daily operation of the store, it lets one move the waste outside and keep goods receiving tidy.

Baling also reduces costs for the waste collector, as they no longer have to sort and compress the waste themselves. Instead of paying for waste collection, one can sell it and turn it into a source of income for the store.

Paarl: **Maggie 082 715 3600** maggie@akura.co.za

Johannesburg: **Chris 082 320 2102** chris@akura.co.za

Durban: **Lorraine 082 320 2535** lorraine@akura.co.za

Port Elizabeth: **Marius 082 774 1555** marius@akura.co.za

AKURA



Head Office and Factory: 2 Distillery Rd, Paarl, 7646, PO Box 425, Paarl, 7620
Email: bramidan@akura.co.za | Visit us at www.akura.co.za