

# The challenges faced by the agrochemical industry

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





"The information required on agrochemical labels is to ensure the safe handling and usage of the product due to the hazardous chemical compositions," explains Jacques Loubser, National Sales Manager of Pyrotec PackMedia. "In addition to brand information, the product information is required on the labels. This information includes directions for use, storage instructions, and disposal instructions, dangers of product handling as well as first-aid instructions; all of which is compulsory information that needs to appear on labels."

Agrochemical labelling should only state the product facts; it should not be confusing to the users and should be used as a platform for consumer education. However, the common challenge faced by this industry is having insufficient space on labels due to the large amount of information needed on the label. Without compromising the quality of a label, Fix-a-Form® extended text labels are able to contain extensive information within the space normally taken up by an adhesive label.

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

## **The need to include vast amounts of communication**

By law, manufacturers are required 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® extended text labels allow manufacturers to place a vast amount of diagrams, pictograms, charts and information on the label to ensure that consumers are fully informed about the product. In addition to this, for in-field work the Fix-a-Form® high gloss laminated option works well as spills are easily wiped away without smudging the label, allowing for repeated use.

## **Safeguarding the integrity of crop-protection packaging**

In order to safeguard the integrity of the product in the supply chain, it is important that the tracking and tracing of data on products - together with over-coding and serialisation components - are on the packaging and labelling. Due to the vast amount of information already required on a label, finding the space can be difficult, which is why the Fix-a-Form® extended text label is an ideal solution: pages can be effortlessly added to the existing label.

## **Authentic solutions**

Packaging and authenticity play a crucial role in eliminating counterfeit pesticide products. Authenticity solutions such as holograms and printing techniques can be used on labels to help combat counterfeiting. Fix-a-Form® allows manufacturers to print holograms and use different printing techniques that are difficult to counterfeit.

## **Sustainable packaging solutions minimise cost**

Sustainable packaging materials are a vital element in cutting costs, which often results in a significant long-term return on investment. Manufacturers are becoming increasingly aware of this - as are consumers - as it also shows the brand is environmentally conscious.

"These key areas are of paramount importance to the agrochemical industry when selecting a suitable on-pack label, as they enhance the user experience and increase the chance of a repeat purchase. Fix-a-Form® extended text labels make it possible to include the necessary information required, without compromising on aesthetic," concludes Loubser.

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