

Understanding the Key Decoration Concepts for Personal Hygiene Products

Videojet Application Note



➤ The Challenge

Adopters of product decorating solutions have a number of choices when “decorating” their products with text and images. Some concepts have become standard in the personal hygiene industry while others are selected according to regional and customer preferences. This note provides an overview of the primary decoration concepts as observed while working with manufacturers of leading personal hygiene brands and private labels.

➤ The Videojet Advantage

Videojet provides targeted solutions to specifically address the product decoration challenges of personal hygiene converters.

Videojet has a large installed base of inline digital printers in the personal hygiene industry, covering key applications in feminine care, baby care and adult incontinence.

Videojet’s digital BX system delivers a proven, flexible solution ideal for large brands as well as smaller regional brands and private labels.

With unrivaled ink and application expertise, Videojet helps you make the right decoration decision for your applications.

What are the Primary Concepts of Product Decoration?

Several key concepts define product decoration; each can be employed to influence a product’s visual perception.

Pad Products

Highlighting absorbent and embossed areas. The decoration of absorbent areas of feminine and adult care pads is an original concept. The main purpose is to draw the consumer’s attention to the central zone where most of the absorbent capacity is concentrated. Manufacturers employ this method with the intention of portraying their pads as high-quality, high-performing products that will protect and absorb in all circumstances.

Embossed area enhancement is similar to highlighting the absorbent area. It also focuses a consumer’s attention on a differentiating product feature. Embossing can be used to create a barrier that stops moisture, or appears to stop moisture, from seeping to the edge of the product. As in the previous case, the benefit is in the elevated perception of the decorated products.



Fashionable decoration and multi-color imaging. This type of decoration is used to position the product as a fashionable accessory rather than a medical necessity. This brand message is especially intended to influence first-time users of feminine hygiene products and baby care products who are likely to respond to exciting, trendy visuals that complement the inherent product functionality.

Inline digital printing systems are particularly effective for pad decoration, as most applications require precise registration that can be difficult to achieve with pre-printed material. In addition, in-line printing can help minimize the variety of a manufacturer’s stock-keeping units while driving efficiency gains in purchasing and supply chain management.

Diaper, Brief and Underwear Products

Backsheet decoration. Backsheet decoration of baby diapers and adult briefs/pants is the predominant type of diaper and pant differentiation today. The range of designs is limitless, although cartoon characters are the overriding choice for baby diapers. For complex, process color images, personal hygiene brands engage their suppliers who run large flexographic presses. Simpler decoration, with one or multiple spot colors, can be implemented directly in the converting line with digital or flexographic solutions.

Adult products have shown a growing number of decorative patterns as brand owners aim to expand the category definition from a medical necessity to a broadly accepted consumer product. In addition to backsheet patterns, market leaders have emphasized fashionable features on product waistbands. The specific decoration leads to a clear differentiation between male and female products and addresses the consumer need for products that look and feel like real underwear.

Sizing indication. As a common feature on baby and adult products, a product's size can be printed as a part of an offline process or directly inline. The inline method allows for late stage customization of the products with the expected benefit of lower inventory and higher production and customer flexibility.

Wetness indication. This value-added feature is accomplished by providing a visual indicator that typically shows a color change or color fading when the product becomes wet. Wetness indication is designed to help parents identify the need for a diaper change. Similarly, wetness indicators are applied on adult products where they serve to aid caregivers in assisting the product users. These indicators can be applied offline and/or inline using a combination of hot-melt dispensers, flexographic and digital printers. While hot-melt systems are limited to a basic shape (e.g. a stripe), flexographic and digital systems can deliver more complex designs such as colorful text and images. With digital inline printing, these designs can even be customized at a unit level to add variety and further stimulate the consumer interaction with the product.

➔ The Bottom Line.

In today's competitive marketplace, the importance of product differentiation grows as more and more brands and private labels strive to differentiate their product and attract new consumers. Videojet has spent years working with personal hygiene companies to understand their needs and deliver solutions that improve their business results. Whether your challenge is implementing product decoration for the first time or improving your current process, Videojet's team of chemists, engineers and application specialists can identify and design the right solution for your business.

Ask your local Videojet representative about a production line audit, sample testing in Videojet's specialized sample laboratories, or for more information.



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