

# Space for agrochemical safety messaging on pack

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Exposure to chemicals can cause numerous immediate or long-term health effects that include headaches, poisoning, respiratory illness, burns and birth defects.



Because of the danger of these chemicals – fuels, solvents, insecticides, herbicides, fungicides, fertilisers and veterinary chemicals – care must be taken during storage, transportation, use and disposal for the safety of users, the public, and the environment. "Clear information on agrochemical packaging and labelling can be extremely effective for protecting all stakeholders from unnecessary exposure and misuse," explains Jacques Loubser, Pyrotec PackMedia's National Sales Manager.

Whether for a pesticide or a garden-care product, agrochemical labels are governed by stringent legal requirements for product labelling. Therefore, in addition to brand details required on labels, manufacturers also need to find space to provide compulsory information that includes directions for use, storage and disposal instructions, the dangers of product handling, and first-aid instructions.

This poses a challenge for brand owners because there's insufficient space on standard labels for the amount of information required. 'A Fix-a-Form® informational booklet label, supplied by Pyrotec PackMedia, is a cost-effective solution for providing extensive information within the space normally used by a standard self-adhesive label,' Jacques explains.

Fix-a-Form® informational booklet labels are permanently secured to a chemical container for the entirety of its usable life. "This removes any chance of losing or accidentally discarding a separate leaflet, which could have fatal consequences. Having clear, detailed, information – including text, charts and diagrams – attached directly to the container is the best way of protecting personnel and consumers," Jacques notes.

Additionally, to safeguard the integrity of the product in the supply chain, Fix-a-Form® informational booklet labels also ensure there is enough space for tracking and tracing data such as serialisation and over-coding components.

The informational booklet labels can also include special characteristics such as moisture resistance, high durability and the ability to withstand harsh chemicals, extreme temperatures and a variety of storage conditions. These are important attributes given the tough environment the containers often have to withstand in the agrochemical industry.

Packaging and authenticity also play an important role in eliminating counterfeit agrochemicals products. Options to achieve this include printing holograms and other techniques that are difficult to counterfeit directly onto the Fix-a-Form® informational booklet labels.

Another added benefit is cost cutting. These labels can be designed to include extensive information in multiple languages while eliminating the need for separate labels for each language. They streamline production and simplify the management of inventories and distribution channels.

"These considerations are all paramount to agrochemical product manufacturers when selecting a suitable on-pack label because they enhance the user experience and increase the chance of a repeat purchase. Fix-a-Form® informational booklet labels make it possible to include the necessary information required without compromising on the aesthetic appeal of the label or product packaging," Jacques concludes.

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