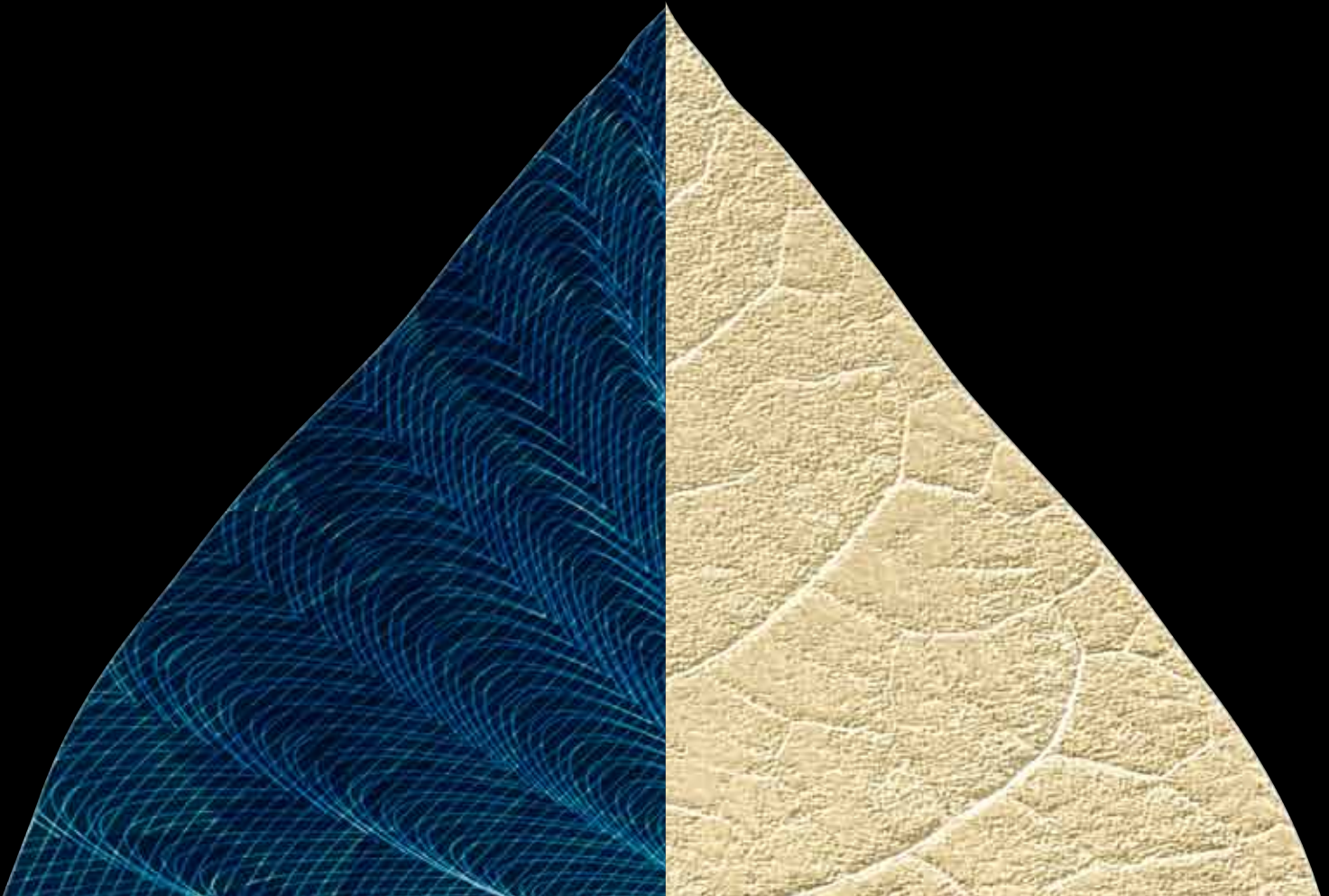


THE SCIENCE. THE ART.



ABOUT US



Payne is one of the premier providers of creative and secure packaging, with customers in over 100 countries and a track record of technological innovation and delivery.

Our work in the labelling field is ground-breaking and our latest concepts offer exciting opportunities to enhance product protection, customer experience and brand communication.

Payne technology is making a measurable difference to the Tobacco industry worldwide, for example in meeting statutory obligations, protecting products and neutralising criminal threats.

Technology driven by experience

Over the years, through our international network of factories and offices, we have worked with literally hundreds of Tobacco companies, from smaller boutique brand owners to multinationals.

This has given us a deep understanding of the industry's challenges, including the unique demands of the high speed/high volume production environment, regulatory regimes and quality standards.

Adding to this is our experience of working with famous consumer brands in other sectors, such as Pharmaceuticals, Food, Fashion and Drink; experience that has helped inspire new concepts for Tobacco.



A unique resource

Payne boasts a highly experienced and innovative tobacco labelling team, uniquely positioned to provide end-to-end solutions.

Sales team

Our sales team includes Tobacco industry specialists who have a tremendous technical awareness of branding and the functional packaging aspects of labelling.

Under the guidance of Account Directors, the team are responsible for maintaining our many long-term, customer relationships. Relationships that are based on understanding, trust and growth.

Customer service team

An important part of sustaining business relationships is being available. Our multilingual customer support people work tirelessly on your behalf and can answer most queries at first and second line level.

In-house design team

Our design team completes many projects for the Tobacco industry each year and is expert at blending sophisticated ideas into impressive designs.

Behind this is a thorough knowledge of pack formats, legislative issues, packaging methods and technology: qualities that mean solutions can be implemented successfully, in the real world.

Technical team

Customer-facing and highly innovative, these are experienced industry people including chemists, adhesive and materials scientists, product designers, packaging technologists and security experts.

Based in a well equipped technology centre, they combine blue sky thinking with a real flair for practical application, based on an in-depth knowledge of Tobacco packaging.



THE SCIENCE

“Premier providers of creative and secure packaging”.

For over 30 years Payne has been developing and delivering technologies and expertise with which to protect and promote brands, as well as enhancing customer experience.

With our industry knowledge and product portfolio we have been developing novel labelling concepts that offer features and functionality that are hard to match.

The result is a range of bespoke, technology-enabled solutions that make your labels work harder – for sealing, product authentication, brand communication or any combination of the three.

Our portfolio covers a wide range of materials, print know-how and proprietary security technologies which can be combined and deployed to provide tailored responses to your needs.

All of our services and solutions are designed with the tobacco industry in mind, so that they can be deployed smoothly and cost efficiently to maximum effect.



Materials

For many years we have been engineering and combining materials in novel ways to meet the packaging needs and budgets of our Tobacco customers.

For example, our experience with glass-clear polymer films enables us to produce fantastically clear labels that reduce impact on specific areas of brand real estate and/or health warnings. In certain cases this has been combined with frangible properties to create labels requiring highly visible tamper evidence.

Equally, by combining simple papers with our formidable print and adhesive know-how, we can create labels that reflect your brand in its full glory. This can include the use of recyclable or biodegradable materials that reflect your environmental commitment.

With our understanding of materials we can deliver truly innovative labelling solutions at a budget to suit.

Printing capabilities

Our printing facilities are adapted to the needs of Tobacco manufacturing. We can deliver highly accurate, highly reliable product globally, regardless of volume.

Sitting at the heart of a fully managed, secure supply chain, our capabilities include flexo, screen, offset litho and gravure printing that can be deployed according to volume and label specification.

Variable data meanwhile, such as sequential or non-sequential coding, can be overprinted for QC, traceability and/or promotional purposes, using our digital printing equipment.

We print labels to very tight tolerances so you can be confident they will be in register – and we can incorporate foils or multi-level labelling, integrated tightly with your overall design concept.



Adhesives

Our understanding of the development and application of adhesives is absolutely central to our capabilities and allows us to create novel solutions to work with plastics, paper, metal, cardboard, glass – in fact virtually any media.

From inventing the self-adhesive tear tape in 1984, we have continued to innovate ever since, for example by combining permanent and peelable adhesives on a single anti-tamper label or strip; and by introducing ‘greener’ alternatives.

Above all, with our experienced materials team and their in-depth Tobacco experience, we are able to start with your requirement and create a high performance solution.

Security technologies

As the number one brand protection provider to the global Tobacco industry we are able to build state of the art protection capabilities, including anti-counterfeiting and authentication, into your label.

Our overt technologies include holography, colour shift inks, guilloches and tamper evident features like destructible seals. All of which can be used not only to secure your brand but also to enhance its appeal.

The graphic element is delivered by our in-house design studio. The team completes many Tobacco-related projects each year, using the latest in design software.

Turning to covert methods, we are a leading supplier of security inks and have a highly secure, proprietary authentication system that can only be detected using our special reader.



Packaging production

Our teams of technologists, engineers, designers and account managers have an in-depth understanding of the demands Tobacco production places on packaging materials.

We use this expertise to develop labelling solutions that can be run reliably, at speed and in volume, on your lines; that satisfy your corporate QA standards; and comply fully with industry regulations.

Every proposal you receive from us will be focused on delivering 100% performance within your own specific production plants, distribution chain and markets.

And supporting our quality promise are standards such as ISO 9001 and the ISO 14001 environmental accreditation, as well as our ability to align with your bespoke requirements.

'Greener' packaging

We offer a range of solutions to support your drive for more environmentally friendly, compliant packaging. Options include ultra thin substrates, sustainably sourced papers, and biodegradable films, adhesives and stock. These satisfy the relevant standards, such as FSC/COC and PEFC.

Our own operations are ISO 14001 accredited and we are actively striving to reduce the carbon footprint of our manufacturing, supply chain and commercial operations.

THE ART

30 years' Tobacco industry experience has given us more than just a formidable technological capability. It has given us the knowledge to function within the industry's complex technical, legislative and commercial environment.

We understand the contribution packaging makes to the success of Tobacco brands – and we see opportunities ahead, as markets, products and regulation continues to evolve.



Within the labelling arena we are developing novel applications that will give our customers an edge in terms of packaging functionality, customer experience and branding.

In fact innovation, targeted at the needs of our customers, is at the heart of what we do: combining a sustained R&D effort with informed, bespoke applications engineering.

How we contribute to your business will depend on your brief, but here are some possibilities...



Projecting your brand

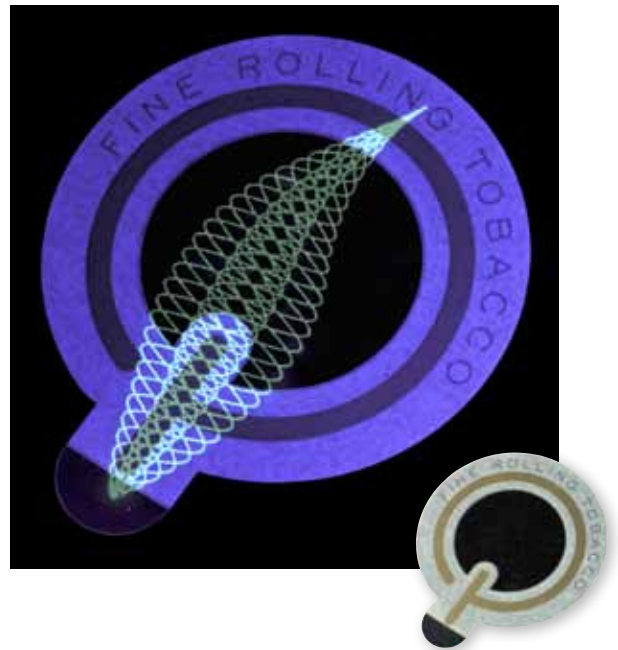
Re-sealable labels that do more. With our print capabilities you can add bright, tightly registered logos or messages that will enhance your brand, support your promotions and make the most of your available real estate.

Keeping your product fresher

Our adhesive and substrate expertise has yielded exciting new possibilities for seals. Clean peel leaves virtually no residue in use and is guaranteed for 100 openings. Tamper evidence can be built in for even greater functionality.

Securing your product

Our overt/covert technologies provide multi-level security and authentication, for consumers, manufacturers and governments. Tamper evidence can be added, whilst our overt features are not only hard to copy but can reflect your high creative standards.





Freeing up space

Our labels provide additional, cost effective space for brand reinforcement, promotional and regulatory initiatives. Free up real estate on your pack, whilst positioning messages where they are most useful and visible to the consumer.

Complying with legislation

Our labels provide the perfect medium for elements such as duty information, as well as for other messaging. Solutions are expertly designed to comply with regulations, such as not obscuring health warnings.





Supporting new or improved packaging formats

We have created striking packaging innovations using a variety of substrates and materials. We have supported major brand extensions, brand refreshments and product launches, with designs that tightly integrate with the overall packaging concept.

Enhancing customer experience

The sheer experience of using packaging can greatly enhance a brand. From closures that operate with a luxurious snap to beautifully tactile material surfaces, our solutions add value, pleasure and elan.





www.payne-worldwide.com