



The rise of male grooming: coding and marking solutions to help enhance and protect brands



The Videojet cosmetics, personal and homecare experts look at the increasing popularity of male grooming products, and how this impacts manufacturers when coding and marking regulatory information.

The growth of the men's grooming market has extended beyond the basics of shaving and fragrance. Many men today care more about their appearance than in times past, boosting sales of male-oriented skin and hair care products such as moisturizers, pomades, beard oils, body hair removal products, and concealers. Male Youtube personality and beautician Manny Gutierrez tells his three million followers that makeup is "genderLESS and has no rules!" Industry data is supporting his claim. According to Euromonitor, the male grooming market is projected to grow at 5.2% annually, reaching \$60 billion by 2020.¹ Much of that growth can be attributed to the increasing popularity of male toiletries.

The continued popularity of beards has been an important contributor to the male grooming trend. Men are interested in the ritual of taking care of their beards, and an increase in new beard products such as conditioners, oils, and serums now fulfill this demand.

¹ <http://www.euromonitor.com/beauty-and-personal-care>

Variety is key

Male grooming products cover a large cross-section of substrates, from plastics and glass, to laminates and metals.

Male grooming products are produced in a wide range of packaging forms and substrates, so the type of packaging must be taken into consideration when determining which coding and marking solution is best suited for the application. Manufacturers have to keep pace with male grooming trends and packaging needs in order to supply men with products for their daily grooming regime. This market has seen movement towards more traditional packaging materials such as glass vials and bottles, and small metal tins. Tubes have also risen in popularity as they are one of the most convenient and cost-effective packaging solutions, enabling consumers to squeeze nearly 100% of the product out of the package. With a large printable area for branding, space for coding regulatory information is usually limited.



A recent Videojet survey revealed that most customers mark lot or batch codes and expiration dates on their products. Unique single-item codes allow for traceability throughout the supply chain, reducing the risk of counterfeiting and product diversion. Codes may also alert consumers of expiration dates and help make a product recall process easier and more effective.

89% of customers agreed that the size of the product or coding space impacts how and where they mark information.² A high quality code will be easily readable while not detracting from the overall appearance of the product.

With the evolution of packaging trends, manufacturers are having to deal with a larger variety of materials, which can have a direct impact on the coding and marking solution chosen. In fact, 47% of survey respondents revealed they work with eight or more packaging types³, coding anything from a single lot or batch number to a 2D code. Further, a new generation of environmentally responsible 'green packaging' is emerging in the market, as well as smaller packaged cosmetic and personal care products for consumer flexibility and portability.



² Source: TechValidate. <https://www.techvalidate.com/tvid/D14-838-E1B>

³ Source: TechValidate. <https://www.techvalidate.com/tvid/F25-C60-8DF>

Choosing the right coding technology for your application

It is important to work with a coding and marking partner who understands the product brand in order to offer coding solutions for all situations. Manufacturers of male grooming products focus on quality over speed due to manual elements on production lines. This means the appearance of a code or mark is very important.

Videojet works with its customers to ensure that every detail is covered, from matching the colours, shapes and placement of codes to ensure they complement the packaging design. Laser solutions are popular in the male grooming sector, as they can be used to mark clear codes, logos and text directly onto labels and packaging. Laser is also ideal for glass as it creates a very high quality finish, especially when used to remove the top layer of paint on decorated bottles.



Continuous Inkjet (CIJ)



- A versatile option to code directly onto closures, packaging and labels, especially for different packaging sizes and shapes
- With a lower up-front cost, CIJ printing is the ideal solution for customers printing basic 2D codes, lot or batch numbers

Thermal Inkjet (TIJ)



- High-resolution codes on cartons, paper, and other specialty containers
- Typically used with HP cartridges, TIJ technology virtually eliminates ink spills and mess, and is easy to integrate into production lines

Thermal Transfer Overprinting (TTO)



- For flexible packaging, TTO is ideal for coding onto plastic films prior to filling
- Ability to code numbers, logos, names and even bar codes onto plastic sleeves

Laser Marking Systems



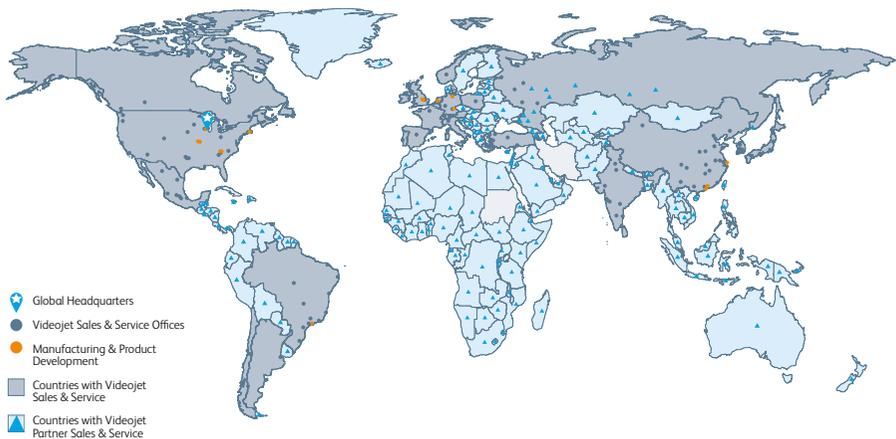
- Versatile and easy to use across a variety of substrates including cartons, plastic, glass and other packaging types
- Without the use of ink or solvents, lasers reduce the need for additional supplies and your environmental footprint

Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Inkjet (CIJ), Thermal Inkjet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 345,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service, and training support is provided by direct operations with over 4,000 team members in 26 countries worldwide. In addition, the Videojet distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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