



LABELS GET YOUR SPORTS NUTRITION PRODUCTS ACROSS THE FINISH LINE

Are you a sports nutrition or nutraceutical brand looking for ways to beat the competition? Consumers in the shopping aisle will always choose the sports nutraceutical product that visually speaks to them.

You need attractive and accessible labels and packaging to build trust with consumers and stand out on the store shelf. Partner with a high-quality label manufacturer to bring your sports nutrition drinks, powders and pills to life.

RISING DEMAND LEADS TO NEW PACKAGING TRENDS



The popularity of global health and wellness in recent years has led to an increased focus on sports nutraceuticals and, naturally, the packaging for these products. [According To Nutrition Insight](#), these packaging trends include:

- Sustainable, recyclable, eco-friendly and refillable nutritional packaging, in particular for plastic packaging for bottles, the leading packaging format
- Clear messaging around function, occasion and dosage regarding nutritional products, alongside the importance of label design
- Pharma-inspired solutions, including tamper-proof pharma packaging solutions, following formats established with powdered infant milk formula
- Interactive or smart packaging, such as with QR codes to access additional resources or gamification of the user experience
- Standing apart from clinical packaging designs by emphasizing trustworthiness and value with “clean” ingredients, history, clear visuals, bold colors and unexpected typefaces that are especially appealing to young people

Visual disruption is the key to showcasing a product and brand. Sports nutrition products need to differentiate themselves from the competition by speaking to specific demographics’ beliefs and demands.

5 SPORTS NUTRACEUTICAL PACKAGING CHALLENGES AND LABEL PARTNER SOLUTIONS

Sports nutraceutical and nutrition labels and packaging immediately presents challenges to ensure proper controls and robust quality. These challenges must be addressed to ensure consistent product safety and customer satisfaction:

PRODUCT LINE EXPANSIONS

There may be many motivations for expanding your line of sports nutrition products with new flavors and options. Your competition may be exploring new territory and you want to match them or even overtake them. You might be trying to branch out to a new audience. Maybe enough time has passed since and you're looking to try something new.

This venture can be risky, however, if your rivals have more time, experience, budget and resources. Even if you have the competitive advantage, miscalculating what the public wants can deal your brand a blow.

Whether you're adding flavors to your performance protein powder brand or launching a family of natural homeopathic vitamins, you want a label partner backed by years guaranteeing quality-control certification, accuracy and reasonable costs.

COUNTERFEITING

Businesses purchase nutraceuticals to add to the food and beverage products that they manufacture. Fake supplements can put your customer's buyer's health at risk. There have also been incidents of fraudulent supplements sold that imitate popular brands, [as what happened to NOW Foods](#), which can steal business away from your products and damage your reputation.

Find a label partner that can strengthen your packaging protection measures and security goals. The latest anti-counterfeit and security and authentication capabilities can instill confidence that your product is safe and legitimate.

EFFECTIVE FRONT LABEL DESIGN

Most consumers will only take 2-7 seconds to make a decision on what product they purchase impression, whether they're standing in a store aisle or browsing on the internet. Some products will suffer from labels and packaging that are not equipped with the necessary imagery and pleasurable presentation to quickly make an impact.

Whether e-commerce or in a brick-and-mortar, your label needs to share product information, spark brand recognition, draw in the correct people and stand out from its competitors. Work with label developers and suppliers who can craft a label experience to stand out and drive sales from the shelf to the cart, both in-store and online.

TYPE SIZE

Type size is a major challenge for packaging companies who try to fit detailed disclosures and disclaimers on a label while addressing consumer demands for transparency. Manufacturers printing labels with smaller type is making reading difficult for consumers, considering about two-thirds of American adults wear some kind of glasses or contacts, says The Washington Post.

The right label partner can help manufacturers address the small type dilemma in many ways, including:

- Using extended labels with more printing area
- Updating designs to ensure all key information is readable
- Reducing the size of less critical label elements



INDUSTRY-WIDE UNIFORMITY

Sports nutraceutical product labels and packaging can look very similar due to commonly-used printing technologies. The often overused combination of metalized materials and foil highlight embellishments on dark colored packaging creates a wall of indistinguishable products. Consumers are left struggling to tell the difference between brands.

Find a knowledgeable label partner that understands the sports nutrition market and offers the latest packaging technology and capabilities. Savvy label partners have the means to break the mold in several ways, including:

- Unique and tactile embellishments
- Interactive NFC smart labels
- Extended content labels (ECLs)
- Shrink sleeve label solutions



Don't settle for less with your brand packaging. Elevate and optimize label design to ensure your products are the very best on the shelf.

PREPARING YOU TO COMPLY WITH SPORTS DRINK REGULATIONS

Nutraceuticals tend to occupy a space between food and pharmaceutical products. As far as the U.S. Food and Drug Administration (FDA) is concerned, however, sports drinks are considered “food,” with strict laws applied to labels.

Compliance ultimately rests with the supplement manufacturer — but Resource Label Group can help! Our label experts will work with you to see your compliant design through to completion.

Our vast experience using common Good Manufacturing Principles (cGMPs) ensures end-to-end label traceability and developing space-saving label solutions. You can rely on us to create labels for even the most complex nutraceutical applications.

STAND OUT FROM A FIELD OF SPORTS NUTRACEUTICAL PRODUCTS WITH RESOURCE LABEL GROUP

Getting to the end zone is much easier when you partner with the custom label experts at Resource Label Group.

You won't need a Hail Mary pass with our award-winning team. We offer extensive label and packaging design experience and capabilities, including unique embellishment solutions and print technologies.

We help you create powerful sports nutraceutical labels and packaging. And our experienced design and production teams ensure color consistency, brand protection and consumer confidence with your final product.

Your packaging will catch the eyes of your target customer with our best-in-class capabilities, including:

- An endless array of embellishment options
- NFC tags that boost sales
- ECLs that enable brands to share product information on the smallest of containers



We're also valuable consultants on supplement and nutraceutical label solutions — no matter what stage you are in of the production process. We will guide you from start to finish to create your perfect label solution.

At Resource Label Group, we don't just focus on cost efficiency and delivering on time. We are expert collaborators who provide the design-related guidance and engineering prowess needed to achieve your vision. From material selection to design, label printing to pricing, our work is a slam dunk!



WIN BIG WITH RESOURCE LABEL GROUP

Resource Label Group has the sports nutrition and nutraceutical label manufacturing capabilities to make you proud to put your name on your products. Contact us to find out more about how we can transform your labels so you win big with customers.