

Ink firm ready to take taste to next level

By Chuck Moozakis
Editor-In-Chief

US Ink says it is ready to help companies improve their taste in newspaper advertising.

The ink supplier at next month's mediaXchange will introduce sticky notes embedded with an edible film that smells and tastes like an advertiser's flavored product.

"An important part of US Ink's value proposition to the newspaper industry is to help make the printed newspaper more relevant in a digital era," said Michael Dodd, US Ink's president, explaining the company's involvement in the concept.

"In fact, for the printed newspaper to succeed in the future, it will be necessary for all of us, including suppliers, to think more creatively in attracting advertisers to print."

The film was developed in concert with suburban Philadelphia-based First Flavor Inc., whose patent-pending Peel 'n Taste marketing system made its commercial debut in 2007.

US Ink began working with First Flavor about a year ago, said US Ink Marketing Manager Todd Wheeler.

"The financial lifeblood of the newspaper market remains print advertising. The Internet is certainly not going away, but the physical delivery of the newspa-

per product provides opportunities that can be exploited," Wheeler said, explaining the advantages printed products have over electronic distribution.

Interest growing

"The Internet can't provide a sensory taste connection with readers, and we are excited to be able to offer this."

First Flavor president and co-founder Jay Minkoff said a growing number of beverage and food companies are interested in using Peel 'n Taste to promote their products in newspaper circulars and magazines.

"What scratch-and-sniff was for the fragrance industry, Peel 'n Taste is for the food and beverage industry," Minkoff said, adding that the firm can replicate most flavors without difficulty. To ensure consumer comfort, the edible films are enclosed in tamper-evident foil pouches.

The sticky note product is aimed at extending the flavor sampling concept to traditional newspaper marketing, he said.

Minkoff said First Flavor worked with an undisclosed vendor to manufacture the sticky notes, which will be delivered in roll stock to participating papers. First Flavor will also work with newspapers to court companies that would be interested in using the new taste sampling ad concept.

Photo: First Flavor



First Flavor's edible films are enclosed in tamper-evident pouches to ensure consumer safety.

Bringing it to mass media

"It's all about bringing taste sampling to mass media, and bringing this to newspapers through US Ink's existing relationships," he said.

Wheeler said the flavored notes will be commercially available in the second quarter of this year.

"Newspapers are clamoring for innovative ideas to assist them in their quest to attract new advertisers, and we're happy to work with a company like First Flavor that has an innovative approach," he said.

US Ink has set up a Web site at www.usink.com/Flavor, to further promote the concept. It will also have samples available at its booth at mediaXchange.

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To learn more about this new taste marketing technology and to obtain a sample visit www.usink.com/FLAVOR

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