



MEDIA CONTACT

Mai Asia

Phone: +852 2519 4436

E-mail: newsroom@maiasia.com

PRESS RELEASE, ENGLISH

Mai Asia Launches Pack Check Service

Hong Kong: August 10, 2009 - Hong Kong based Mai Asia, a brand development firm with clients in Europe, the U.S. and Asia, today announced its launch of the new Pack Check Service. The new service allows firms that sell packaged goods to better understand whether their current packaging design and declarations meet EU standards.

Mai Asia believes this service is of particular relevance to companies that sell packaged food, beverages, cosmetics, personal care, toys, petfood or household items. Marketers simply need to send packaging ideas or scans of finished packaging to Mai Asia. The company will then check whether the packaging declarations are in line with EU regulations. Mai Asia will also provide opinion on the appeal and competitiveness of the packaging design.

Rolf Steinborn, representing Mai Asia's Pack Check Service in Germany: "We see that many companies struggle with packaging declarations. The amount of facts and statements that must be included correctly and completely, is overwhelming. The more languages are involved, the more complex it gets. This prevents many companies from launching international brands. We try to help them overcoming this hurdle." The Pack Check Service can be applied to existing packaging of a client but also to brands that are still in the making. Says Steinborn: "We will provide opinion and guidance with the aim to cut down brand development time. Legal consultation, provided by a lawyer, can be included in the offer, too."

Mai Asia provides packaging design for EU markets for more than 10 years. Being located in the dynamic Chinese Pearl River Delta, the company benefits from its proximity to South Asia based packaging producers and printing houses. "Some of our clients not just want packaging design, but also look for new packaging or printing opportunities in Asia. This particularly applies to cases when clients already produce, source or sell in Asia", says Steinborn. Being based in this region benefits Mai Asia's European and Asian customers as the company can directly liaise with printing houses and packaging suppliers.



The Pack Check Service also includes the provision of opinion on packaging design. "Many companies don't realize how to create pack designs that look distinctively different from those of its competitors. But many consumer purchase decisions are made directly at the point-of-purchase, so design does matter", Steinborn explains. Mai Asia has produced hundreds of packaging designs and marketing materials in many languages over the past years. The firm provides full service, from idea to photography to translation and printing supervision. Steinborn: "Many consumers won't be able to differentiate a pack designed by Mai Asia from a pack designed in Europe. But the difficulty in packaging design doesn't lie so much in the design itself; the key to success in our business is to manage complex workflows. Multi-lingual packaging design is complex and needs proper workflow management."

Mai Asia offers the Pack Check Service to Germany-based companies at the beginning. Inquiries can be sent to packcheck@maiasia.com.

About Mai Asia

Mai Asia was established as a brand development firm in 1999 in Hong Kong. The firm operates in three Asian countries, serving customers in 12 countries across Asia and Europe. Mai Asia provides full branding and packaging services in more than 20 languages to clients that intend to develop international brands.