

Business guide to branding & packaging

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You have to be burning with an idea,
or a problem, or a wrong that you want to right.
If you're not passionate enough from the start,
you'll never stick it out.

Steve Jobs

DARE
Darussalam Enterprise

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About this guide

Product packaging is more than a pretty box that sits on a shelf of a retail shop or supermarket. It is an integral part of a successful new product launch.

It is very important for businesses to recognize that packaging and branding are their direct interface with their consumers. It is an investment that can make or break their business. Other than the attractiveness, it builds a stronger image for the respective MSMEs. It can also encourage foreign buyers to import the products into their respective countries while positioning themselves better as a local product.

We hope that this guide will provide you with all the necessary information you need when it comes to branding and packaging.

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Branding

What is Branding?

It is very important for Brunei businesses or Micro, Small and Medium Enterprises (MSMEs) to focus on their product branding which makes their product stand out from new and existing products to attract the attention of the consumer/customer.

Branding

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s product or service to be different from other sellers”

Name

Slogan

Symbol

Design

Signs

Colors

Why is Branding important?

- Clearly delivers the message
- Confirms your credibility
- Emotionally connects your target market with your product and or service
- Convinces the customers to purchase your product
- Generates Referrals and Creates User Loyalty

If an MSME has the resources, consider engaging a branding and packaging designer who can help create a unique brand identity as well as help determine materials suitable for their products. However, if budget is limited, discuss more cost-effective options, and the business can always modify the packaging (or rebrand the products) as time goes on.

Packaging

What is Packaging?

Packaging includes the process of enclosing or protecting products for distribution, storage, to sell and use, as well as designing and evaluating product packages.

Basically, good packaging will attract the consumer's attention, and it will protect the product. Using the right size, shape, colours and materials in the packaging will enhance the consumer's experience with the product. The investment in packaging is the best way to get the product on the shelf and win the consumers.

Benefits of Packaging

- The feature of product protection of the packaging is to **keep the product safe in transportation, handling and distribution**.
- **Product freshness increases** with the right packaging, helps appearance, taste, shelf life and quality.
- Packaging can also help with **portion control**, which creates **product consistency** and can help **regulate prices**.

Though packaging may seem simple, it requires careful planning and execution, assessing not only the product, but other aspects like mode of selling and customer segments.

Packaging design & development

Ask Yourself:

Before you decide what to do with your product's packaging, start brainstorming with these 3 basic questions.

What is your product?

It is crucial to know what the product is. For example, a product that is fragile will need secure packaging; products with odd dimensions may not fit in an ordinary box and may need custom packaging.

Who is buying your product?

The packaging has to be catered to the consumer. A product for the elderly will need larger fonts. A product for environmentally conscious consumers could be packaged in recycled or biodegradable materials. A product in a certain country will need to be translated to the specific language. Your design must attract your targeted market.

How are people buying your product?

There are many platforms for selling a product. If a product is sold online and shipped, it would require compact packaging so the product will not rattle around. In the supermarket, a product will need to stand out from the competition.

Budget

There are 2 costs that you should consider.

- **One-time cost.** These are payments made only once in the design process. For example, paying the designers.
- **Per-item cost.** Production of package will have a cost, as with the packing materials used and the tape used to seal the package. Labour charges also apply if packaging is done by someone else.

Having an estimated cost is always good before starting the design process. But, cheap is not always better. Spending a little bit more could provide an advantage over other competitors. Be sure to see what's currently out there so your design will set you apart.

Labelling Requirements

Food labelling requirements

What are labels?

Labels are a piece of paper, plastic film, cloth, metal, or any other material fixed to a container or product, on which written or printed information or symbols will describe the product or item. Information printed directly on a container or article can also be considered labelling.

Why do we need labels?

Labels are required because it needs to comply with the Public Health (Food) Act Chapter 182 Section 9

Clause 1: Any person who labels, packages, prepares, manufactures, sells, imports or advertises any food which does not comply with any standard that has been prescribed for such food, in such a manner that is likely to be mistaken for food of the prescribed standard.

The primary role of food labels is to inform consumers of the food's nutritional values and ingredients, its manufacturer, and any potentially threatening food information such as allergens. All this data will help consumers decide whether they will choose to consume your product. Therefore, as manufacturers, labelling is highly recommended.

Benefits of labelling

There are several advantages when you label your product as well.

1. Consumers can identify with your product easily
2. Information about products' details will be clearly stated
3. Makes product attractive
4. Silent promoter of product
5. Protects the consumer

Labelling Requirements

Food labelling requirements

General Food Label Requirement

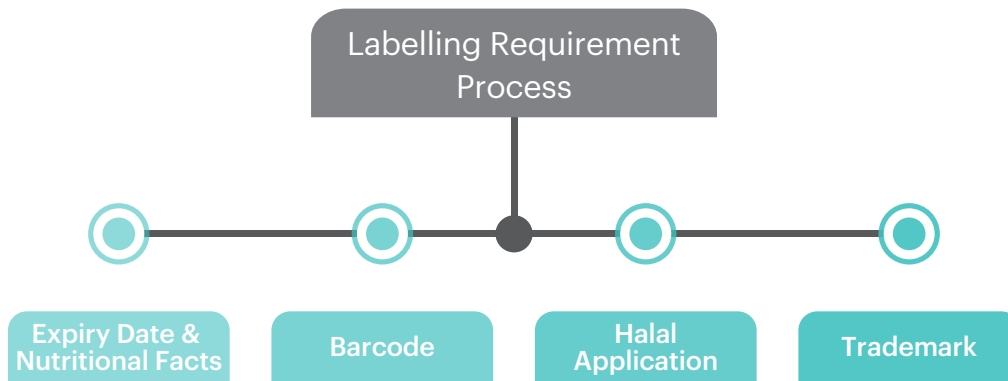
- Product Name
- Net Weight
- Ingredients / Contents
- Name & Address of Company / Supplier
- Expiry Date

Labelling Requirements for Food & Beverage Products

Front Label	Back Label
<ul style="list-style-type: none"> • Name of product • Net Weight • Logo and brand • Design and photo of the product • Price • Special purpose: Full cream, High in calcium • Promotional logo: Healthier Choice, Halal, ISO, HACCP, Awards 	<ul style="list-style-type: none"> • Ingredients / Contents • Nutritional Information • Storage Instruction* • Name and address of company or supplier • Bar code • Expiry date / Best before

General labelling requirement processes in Brunei

What you need to do to fulfil the basic packaging and labelling requirements in Brunei:



General labelling requirement processes in Brunei

Expiry date and nutritional facts

What is an Expiration Date?

An expiration date or expiry date is a previously determined date after which a product should no longer be used, either by operation of law or by exceeding the anticipated shelf life for perishable goods.

What are Nutritional Facts?

The nutrition facts label is required on most packaged foods and beverages. The nutrition facts label provides detailed information about a food's nutrient content, such as the total content of fat, sugar, sodium and fibre.

How to test for shelf life or nutrient content?

Process:

Step 1	Step 2	Step 3	Step 4
Approach DOAA	Discuss product and tests needed	Send for testing to SLS, MOH	Discuss results with DOAA

Legend:

- DOAA Department of Agriculture and Agrifood
- SLS Scientific Laboratory Services
- MOH Ministry of Health

General labelling requirement processes in Brunei

Nutrient Tests and Fees:

NUTRIENT TEST	NUTRIENT COMPONENT	LOCAL NUTRIENT LABEL REQUIREMENT*	CLAIMS LABEL *	LABEL DEPENDING ON EXPORT REQUIREMENT / HEALTH CERTIFICATE*
Minimum (Macronutrient)	Calorie	0	0	0
	Protein	\$50	\$50	\$50
	Fat	\$30	\$30	\$30
	Carbohydrate	0	0	0
Additional (Micronutrients)	Fibre		\$50	*
	Chloride Salt		\$30	*
	Calcium		\$30	*
	Iron		\$30	*
	Potassium		\$50	*
	Sugar		\$50	*
	Other		*	*
Not included in the label	Dampness	\$10	\$10	\$10
	Ash content	\$15	\$15	\$15
Total		\$105	*	*

Definition:

* Local Nutrient Label Requirement

Requirement ONLY for local market

* Claims

To make claims for your product i.e. 50% sugar, High in Calcium, etc.

* Label depending on Export

Requirement ONLY for export

General labelling requirement processes in Brunei

Benefits of Nutrition Facts

- It increases a company's credibility by knowing that they are following the requirements needed.
- Consumers are more willing to buy something when they know what the ingredients are. Without nutritional facts, consumers may feel the product may be unsafe for consumption.

For more information:

Questions about food labels, shelf life tests and nutritional information can be directed to:

DOAA Hotline: +673 7246167

Barcode

What is a barcode?

Barcodes are symbols that can be scanned electronically to read the information directly off of it. Each code will be unique to each product and contains information such as product number, serial number and batch numbers.

The information will assist with the traceability of the product. Barcodes play an important role within the supply chain. They allow different parties such as retailers, manufacturers, transport providers and hospitals to automatically identify and track products as they move through the supply chain.

What is the procedure to get barcoding?

Visit the website: www.gs1bn.org

Direct call through **+673 2333964** to set an appointment.

Get the application form at **GS1 BD, National Standards Centre, B19 Spg 32-15, Flat Anggerek Desa, Berakas, Brunei Darussalam BB8810.**

Barcode

What to provide?

1. Identity card
2. Copy of business license
3. Company stamp
4. List of products
5. Payment

How long would it take?

- The barcode can be done within 1 working day.
- It also depends if there are no technical problems.
- Letter of allocation for making the barcode will be given on the same day.

What modes of payments are available?

1. Cash
2. Cheque

Annual fees:

1 – 10	products Global Trade Item Number (GTIN) = BND \$70
11 – 20	products Global Trade Item Number (GTIN) = BND \$130
21 – 30	products Global Trade Item Number (GTIN) = BND \$220
31 – 100	products Global Trade Item Number (GTIN) = BND \$350

Barcode

Benefits of Barcodes

Traceability of each product for export is vital!

With barcodes, each product unit has a unique identifying number to assist manufacturers, wholesalers and retailers to handle the stock more efficiently. Every variation of the product, whether by colour, size or pack would be identified by a separate number.

Each country has a coding authority which assigns to manufacturers and maintains a central database. The barcode is part of an ordering and inventory control system that is embedded into the product to make it easy to track. This code not only tracks your product, but it protects your products from duplicate barcodes as each code will always be unique to each product within their respective countries, which makes it advantageous when exporting your products.

For more information:

Address : GS1 Brunei Darussalam, National Standard Centre,
B19, Spg 32-15, Flat Kerajaan Kg Anggrek Desa,
Negara Brunei Darussalam, BB8810.

Phone : +673 2334192

Email : info@gs1bn.org

Official website : www.gs1bn.org

Halal Certification

What is Halal?

-
- 01 Food that is allowed for Muslims
 - 02 Clean & free from najis (filth)
 - 03 Not harmful to body or mind, such as poison or "khamr"
 - 04 Animals already claimed as halal in the Quran
 - 05 Animals not claimed as haram in the Quran
 - 06 Animals not perceived by human nature, as dirty or vile or disgusting
 - 07 Does not consist of, or contain, any parts or material from any forbidden animal
 - 08 Does not consist of, or contain, any parts or material from animals not properly
 - 09 Not prepared, processed or manufactured with anything considered as najis (filth)

Halal Certificate and Label Order, 2005 & Amendment, 2017

Halal Certification

Any person who owns a business to prepare food for human consumption in a place other than a product processing facility shall apply to the Islamic Religious Council of Brunei (MUIB) for Halal Certificate.

Halal Label

Any person who owns a business to prepare food in a product processing facility shall apply to the Council, for a permit, in such form and shall comply with such requirements, as the Islamic Religious Council of Brunei (MUIB) may determine.

Halal Certification

What is a Halal Permit?

The Halal Permit is mandatory, and exclusively for producers of food and beverage products. The permit is required to ensure safe food preparation and processes, as well as the product processing facility itself. The permit allows the business to use the Halal label on their packaging.

What is a Halal Certificate?

The Halal Certificate is mandatory for businesses that prepares food for immediate consumption, such as restaurants, food courts and central kitchens.

How long is the process?

A smooth application without non-compliance issues would take 45 days.

What is the process for certification?

1. Submission of application form
2. Halal Supervisor Test
3. Audit/Inspection
4. Evaluation of report by the committee
5. Approval by Islamic Religious Council of Brunei

Halal Certification

Benefits of Halal Certification

- Assure customers that the food served is Halal and healthy and the premise's hygiene and sanitation procedures are top-notch.
- Widen the range of customers by attracting Muslim customers and non-Muslim who are Halal consumers.
- Increase a restaurant's revenue and enhance its marketability especially to Halal consumers.
- When it comes to exporting, the Halal certificate will help to assure Halal consumers in importing countries.

For more information:

Halal Food Control Division
Department of Syariah Affairs Ministry of Religious Affairs, Brunei
Darussalam.

Tel : +673 2237405/+673 8897681, +673 2223106

Website : www.religiousaffairs.gov.bn

Trademark

What is a trademark?

Any word, sign, symbol or image that your company uses to differentiate your products or services from your competitors can be a trademark. A trademark can be a brand, product or company name, or logo.

Is registration of a trade mark compulsory?

Registration is not compulsory but there are advantages to it. A registered trade mark owner can get exclusive legal rights to use, sell, or license their trade mark and can stop others from using their marks without their permission.

How long is a registered trade mark protected?

It begins on the date on which the application for its registration was filed and it is initially protected for 10 years.

How to register for a trademark?

To register a trademark, your company must file for Form TM1 which can be found at <http://www.energy.gov.bn/BruIPO/TM%20Forms.aspx> and will cost B\$150.00 for each class of goods or services. Currently BruIPO accepts registration for classes 1 to 42.

Classes indicate the type of business activity or industry you are in. The full list of classes of goods can be found at

http://www.energy.gov.bn/BruIPO%20Documents/TMJournals/TM_Apr_2017.pdf

Trademark

Benefits of Trademarking

- Secures and protects your brand name and prevents others from using similar signs and names.
- Registering your brand gives you the right to take action against parties who have attempted to register conflicting trademarks.
- You can effectively build a barrier to entry around your brand and make it difficult for other businesses to imitate you.
- Trademarking becomes more valuable as your product or service becomes more successful. Should a potential investor be interested in your business, trademarks will aid any merger or franchising of the business, positively impacting its perceived value.

For more information:

Brunei Intellectual Property Office
Design & Technology Building Simpang 32-37, Anggerek Desa
Technology Park, Jalan Berakas BB3713, Brunei Darussalam.

Email : enquiries@bruipo.gov.bn
 : tm.application@bruipo.gov.bn
Phone : +673 2380965
Fax : +673 2380545

Packaging & Labelling For Export

Are you thinking about exporting your products?
Have you figured out which market you are targeting?

You need to know which market you are targeting because different markets have different requirements. Each market will have their own set of rules for packaging and labelling.

These packaging regulations may control:

- The composition and use of different packaging material
- Size and construction
- Reusable or disposable packaging
- Packaging of hazardous materials or perishables
- The claims you're allowed to make about your products

The above labelling regulations are meant to protect consumers by providing the essential information on the product.

Specification may include:

- Descriptions of the materials used
- Country of origin
- Warning labels on certain materials
- Instructions on particular use, care and the disposal of the product and its packaging

Packaging & Labelling For Export

Regulation for Food & Beverage product labelling

Each individual products and market will require specific details for packaging and labelling. Information you will need to provide consist of:

- Product name
- Product form
- Coding of additives, colourings or flavour enhancers
- Name and address of importer
- Country of origin, and name and address of manufacturer
- Date of manufacture, or shelf life storage requirements
- Ingredients in order of relative importance
- Instructions for preparation or use, particularly any precautions required
- Net weight shown in measurements used by the importing company
- Translations of information in the required language of the importing country

Packaging & Labelling For Export

What are marking regulations?

Marking regulations are the rules imposed regarding which labels and markings are required on the transport containers. The marking regulations will vary from country to country, and they can include:

- Marking gross and/or net weight or volume of shipment
- Serial and invoice numbers, and container dimensions
- Name and address of importer transit instructions
- Country of origin
- Handling instructions using internationally accepted symbols or words
- Translation into the language of importing countries

All of the labelling and marking should be clear and durable.

Tips before exporting

1. Take initiative! Choose a suitable target market for your product.
2. Be proactive! Learn about your target market from exporters who are already exporting there. You will need to know as much as possible about the market you want to enter.
3. Talk to us – Let DARE know about your progress and we can help you understand and execute any of the requirements

Grow with DARE

Industry Business Academy (IBA)

How much do you know about running a business?

This programme offers modules that covers the core aspects of running businesses, carried out in classes across three levels of increasing complexity. These modules will consist of classes covering business plans, accounting and marketing, as well as workshops that will cover branding and packaging.

Microcredit Financing Scheme

Need to get some more funds to grow your business?

Sign up for the microcredit financing scheme set up to help micro and small enterprises launch or develop their businesses. The scheme can be found at BIBD and they offer up to \$15,000 with a repayment period of three years on 4 per cent profit rate.

Made in Brunei Initiative

Is your product ready for the local market?

Before you dive into the international market, why don't you test it locally? If you feel your product is commercial ready, sign up for the Made in Brunei initiative. Local MSMEs get a chance to showcase their product at high foot traffic site and retail stores as well as supermarkets. There are three different avenues within the Made in Brunei initiative for you

For more information:

Darussalam Enterprise
Design & Technology Building,
Spg 32-37, Anggerek Desa
Technology Park, Brunei
Darussalam

Website : www.dare.gov.bn
Email : dare@ei.gov.bn
Phone : +673 2384830

Appendix

Branding Companies

Company	Services	Contact & Address
Hoco Agency	Market research, design and production and brand management	+673 2425998 No 2A, 2nd Floor, Spg 41-1-12, Kg Kiarong, Brunei Darussalam, Bandar Seri Begawan BE 1318 http://www.hoco.agency
Adison Marketing Services	Branding and Promotion	+673 2663828 hello@adison.com.bn 1st & 2nd Floor, No.1, Blk E, Tanjung Bunut Place, Jalan Tutong, Kilanas BF2920 http://www.adison.com.bn/
MMW	Full service creative agency from graphic design to brand management	+673 2238380 ideas@mmw.com.bn Level 3, Knowledge Hub Anggerek Desa Technology Park, Simpang 32-37 Berakas, Bandar Seri Begawan BB3713 http://mmwcreative.com
Dandelion Design & Printing	Advertising Agency; Product marketing	+673 223 2313 Dandeliondesign.bn@gmail.com D4, Ground Floor, Block D, Shakirin Complex, Kiulap Bandar Seri Begawan, Brunei
Dream Makers Enterprise	Branding	+673 8999900 hello@dreamers.com.bn Instagram: @drm_mkrs

Appendix

Packaging Companies

Company	Services	Contact & Address
Wan Sing Sdn Bhd	Plastic product supplier	+673 2236192 Lot 50 & 82, Tapak Perindustrian Serasa, Jalan Perusahaan Muara, Muara, Brunei BT 1728
D-Con Sdn Bhd	Packaging manufacturer, may offer design services	+673 2331191 Sales@dconbrunei.com Unit No 5, 1st Floor, Block A, Hassanin Complex, Lot 4879, Spg 42, Kg.delima Satu, Jalan Muara.bb4713, Bandar Seri Begawan, Brunei Darussalam Http://dconbrunei.com/
A-Fontane Sdn Bhd	Packaging and Design services	+673 2332266 Ada@a-font.com No. 23, Bgn Warisan Phn, Simpang 68, Jalan Muara, Kampong Serusop, Bb4713, Bandar Seri Begawan, Negara Brunei Darussalam Www.a-font.com
Samlia Goodluck Trading Company	Packaging product supplier	+673 2426509 Unit 30, Tkt Bwh, Hj Daud Complex, Kg Gadong, Jalan Gadong, Brunei Darussalam, Brunei Muara Be2719

Appendix

Packaging Companies

Company	Services	Contact & Address
Cutepack Sdn Bhd	Plastics and packaging provider	+673 2560665 Cutepack@hotmail.com LOT 45646, SPG 38-122, Sekurong B, Kampong Selayun, Brunei Branches available at Mentiri, Serusop, Kiarong, Tanjung Bunut, Tutong and Rimba
Sun Wei Packaging	Offers bespoke packaging solution and corrugated packaging systems	+673 7226858 sales@sunweico.com

Appendix

Types of Packaging Material

Types of Plastic

Properties

Common Applications

High Density Polyethylene (HDPE)



- Most commonly used plastic
- Good barrier properties & stiffness
- Excellent resistance to most solvents
- Higher tensile (capability of being stretched) compared to other forms of polyethylene
- Relatively stiff material with useful temperature capabilities

- Bottles for milk, water, juice, cosmetics, shampoo, detergents and household cleaners
- Bags for groceries and retail purchases
- Cereal box liners

Low Density Polyethylene (LDPE)



- High resistance to acids, bases and vegetable oils
- Toughness, flexibility and relative transparency is a good combination for packaging that require heat-sealing

- Bags for dry cleaning, newspapers, bread, frozen foods, fresh produce and household garbage
- Shrink wrap and stretch film
- Coatings for paper milk cartons and hot and cold beverage cups
- Container lids and squeezable bottles

Polyethylene Terephthalate (PET, PETE)

- Clear and optically smooth surfaces for oriented films and bottles
- Excellent barrier to oxygen, water, and carbon dioxide
- High impact capability and shatter resistance
- Excellent resistance to most solvents

- Plastic bottles for soft drinks, water, juice, sports drinks, beer, mouthwash, ketchup and salad dressing
- Food jars for peanut butter, jelly, jam and pickles.
- Ovenable film and microwavable food trays.

Appendix

Types of Packaging Material

Types of Plastic

Properties

Common Applications

Polypropylene (PP)



- Excellent optical clarity in biaxial oriented films and stretch blow moulded containers
- Low moisture vapour transmission
- Inertness toward acids, alkalis and most solvents

- Containers for yogurt, margarine, takeout meals, and deli foods
- Medicine bottles
- Bottle caps and closures
- Bottles for catsup and syrup

Polystyrene (PS)



- Excellent moisture barrier for short shelf life products
- Excellent optical clarity in general purpose form
- Significant stiffness in both foamed and rigid forms
- Low density and high stiffness in foamed applications
- Low thermal conductivity and excellent insulation properties in foamed form

- Food service items, such as cups, plates, bowls cutlery, hinged takeout containers (clamshells), meat and poultry trays, and rigid food containers (e.g. yogurt). These items may be made with foamed or non-foamed PS

Polyvinyl Chloride (PVC, Vinyl)



- High impact strength
- Brilliant clarity
- Excellent processing performance
- Resistant to grease, oil and chemicals

- Rigid packaging applications include blister packs and clamshells.
- Flexible packaging uses include bags for bedding and medical, shrink wrap, deli and meat wrap and tamper resistance.

Appendix

Types of Packaging Material

Types of Paper

Properties

Common Applications

Corrugated Boxes



- Commonly used to carry heavier products and frequently used as a bulk shipper, delivering many similar products in the same box
- Several layers of paper fibre give the corrugated box the strength properties required: a top and bottom layer and a middle layer called corrugating medium. A corrugated box always has this ripple layer (or fluting) in the middle.

- Corrugated board can be used for more than just shipping products. It can also be used to make bulk bins, partitions, furniture, pallets, gypsum wallboard, insulation, even a bicycle, an aeroplane,

Boxboard or paperboard cartons



- This is the thin, lighter weight carton commonly used to carry a single item.
- It does not have the wavy middle layer (corrugating medium) to add box strength.

- Usually used for breakfast cereal, shoes, crackers, a toy.
- Also used as boxboard include as cores and tubes, graphic board, partitions, and displays.

Paper bags and Sacks



- Made from either kraft pulp or recycled pulp or blended together. Meant to be recyclable
- Light materials that are not as durable as other paper materials

- Paper bags usually used to carry groceries and takeaway. Sacks are stronger packaging used for flour, cement, seeds and etc.

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