

Prestige for the masses

Issued by [Pyrotec](#)

3 Dec 2019

According to Wikipedia, masstige is a marketing term that means downward brand extension. A combination of the words 'mass' and 'prestige', it describes masstige as 'prestige for the masses'.



Popularised by Michael Silverstein and Neil Fiske in their book *TRADING UP*, the term masstige defines products as premium but attainable. They're considered luxury or premium products at price points that fill the gap between mid-market and super premium.

According to Upmarkit.com: 'Although these brands are not luxury brands, they still rate higher than middle-market brands on the major dimensions of luxury products. Masstige brands concentrate especially on creating symbolic benefits and prestige – they care very much about shine and therefore also about design.'

To market masstige products at retail, digital roll label printing offers maximum shelf shout thanks to the ability to print high-quality graphics and outstanding colours, intense white on metallised labels, and the widest range of Pantone colours currently available with digital printing.

For customers looking for digitally printed labels of the highest quality, Pyrotec PackMedia's investment in the latest UV inkjet digital printing and finishing machinery ensures fast turnaround times suitable for short print runs and achieving eye-catching, consistent print quality.

Pyrotec PackMedia specialises in on-pack communication solutions and labelling, and is constantly innovating to add efficiencies and save customers money. Digital label printing allows brand owners to save time and money by producing more in less time, without compromising on quality and brand appeal.

Digital presses offer great flexibility, especially for multiple label versions and personalised data printing. And, for customers that need to print multiple label variants or versions, digital printing enables version changes on-the-fly without losing valuable time. This is also very beneficial for on-pack changes that need to be made quickly, or for promotional campaigns or seasonal changes.

With digital label printing, brand owners can expect cost-effective custom labels with high-quality graphics, text and colours – perfect for the masstige market.

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Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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