

BEER & SPIRITS LABELS

WITH 10 SECONDS TO CAPTURE A CONSUMER'S ATTENTION, DON'T GET BOTTLE NECKED WITH THE WRONG LABEL SOLUTION. SIP ON THIS...



Types of Labels:

- Product Labels
- Bottle Neck Labels
- Inventory Labels
- Shipping Labels
- Window Decals
- Bumper Stickers
- Promotional Labels

Great For:

- Prototyping
- Special Edition/Limited Quantity Reserve Batches
- Shelving & Point of Purchase Labels
- Window, Door & Cooler Signage:
Double sided printing for double the exposure
- Enhanced Product Packaging
- Seasonal Promotions

Available Options:

- Custom shapes unique to your brand
- Barcoding
- Variable content: Batch multiple versions
- Variety of stocks to choose from including clear stock for a 'no label' look
- Vibrant full color printing and full color foil effects

SUCCESS STORY

CHALLENGE

A local brewery was looking for a way to give their beer additional shelf appeal and to help their product stand out from the crowd. They needed something that they could test in the market to ensure that the label they chose would speak to their customers.

SOLUTION

Using digital printing and laser cutting to create quick-turnaround prototypes, a few different label designs were created using digital printing and freeform™ laser cutting to create a variety of creative shapes in small quantities. These labels were then used to test which labels their customers responded to. This prototyping allowed them to test their designs headache-free without having to invest in large quantities of labels or multiple custom dies that might not be the best fit.

Eventually, after local market testing, the brewery created the final design using color and unique shapes to create additional shelf appeal. Using freeform™ label shapes, the brewery was able to make their product stand out. Even better, these unique labels weren't just a different and interesting way to show off the brewery's brand; they were chosen because consumers preferred them.

BENEFITS

Not only did the brewery create a final label, they also found that their label choice allowed them to take advantage of these benefits along the way:

- Digital printing and freeform™ labels allowed for easy prototyping
- Unique shapes and full color created shelf appeal
- Low minimum quantities allowed for easy consumer testing before moving forward on the final label
- Unique labels set brewery's products apart from the competition
- Low cost for prototyping because of digital printing