

Complete Solution Client Case Study: New Labeling Technology: Full Package Shrink Sleeve

The Challenge:

With so many products competing for shelf space in retail stores, a fresh and innovative label design was needed for a new product launch.

The most anticipated product for a new customer was to be packaged in a pistol-grip spray bottle, but the challenge of making this product stand out from its competition on the store shelves was on the minds of their sales and marketing department.

Our Approach:

Combine the knowledge and research of our Engineering and Purchasing departments to develop a package design that would spark customer interest.

Although there were very few packages in the market that use shrink sleeve labeling on a pistol-grip spray bottle, we approached the idea with cautious optimism. A shrink sleeve label is a film label printed on a plastic sheet which shrinks to the bottle contour when heat is applied. The film allows bolder colors and a higher gloss finish, which offers high impact graphics. There are challenges to shrink labels, especially on a bottle with curvy features, such as strict label registration, barcode scanability, and text placement. These factors all need to be considered so that the least amount of distortion occurs when the label is shrunk to the package.

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The Result:

The graphics on the shrink label packaging were dynamic, and the customer received very positive feedback from the retail outlets after the product launched into stores.

By providing our customer with a complete solution to their packaging needs, we proved to the industry that by adding a shrink sleeve label, you can have an effective premium brand image.

