



WHITLAM GROUP

# *Craft Beer*



LABELING  
CAPABILITIES



Cans are becoming the go-to choice for consumers, replacing traditional bottles. In part, this is because cans are a more efficient packaging process, made more affordable with mobile canners and smaller scale canning lines.

Amenable to PS labeling or shrink sleeves, cans offer a greater surface area than bottles for impactful branding. But which of the decorating technologies is right for today's craft brewers?

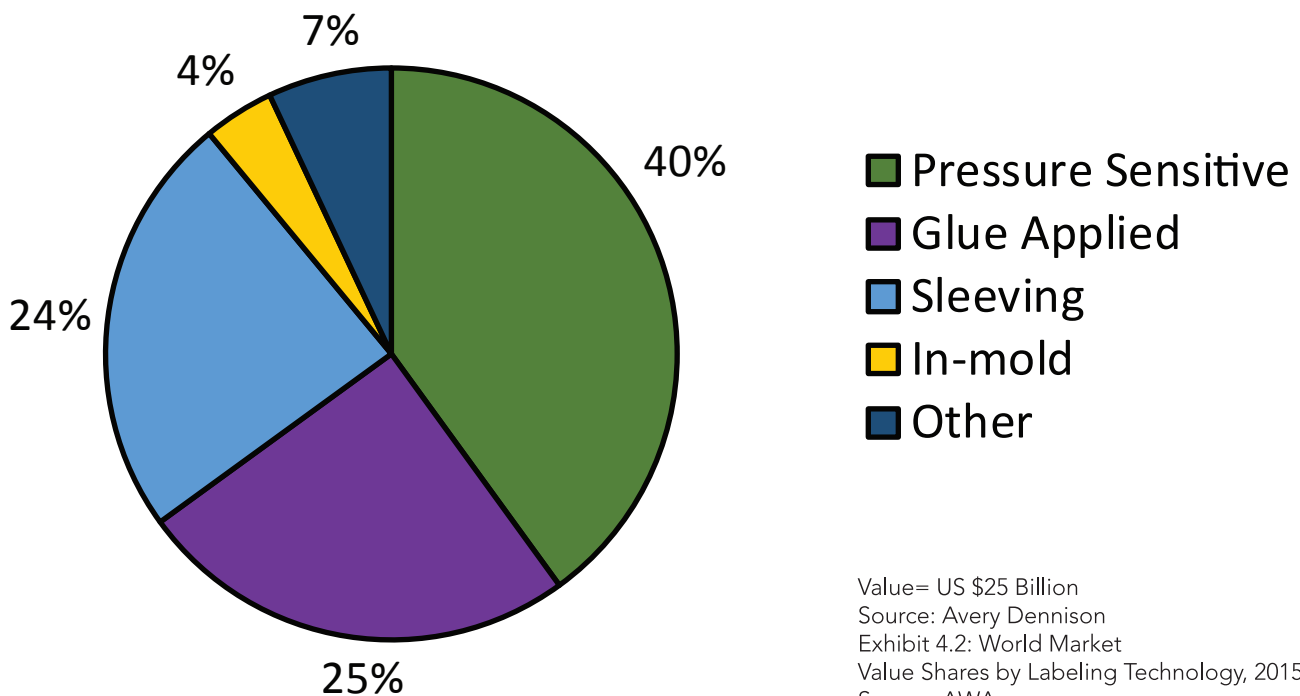
Here's how they compare.

## PS Labeling

For creating eye catching labels with great color, standout imagery, unique shapes and surprising textures, nothing compares to pressure sensitive. PS labels offer shorter lead times, faster dispensing and smaller Minimum Order Quantity (MOQ)s. They can be produced digitally for short runs or seasonal brews. Additionally, PS labeling can make it easier for smaller beer brands to compete at the shelf through special printing techniques like foil accents, metallic colors and varnishes.

## Shrink Sleeves

Shrink sleeves are pre-printed sleeves that are shrunk onto cans through the application of heat. Shrink sleeves work best for large volume orders.



# WHY PS INSTEAD OF GLUE APPLIED LABELS?

The answer? Brilliant graphics, intricate die cuts and greater design and production flexibility.

	<i>Pressure Sensitive Labeling</i>	<i>Glue-Applied Labeling</i>
<b>Printed Graphics</b>	Web fed, multiple technologies in line	Sheet fed, multiple passes may be required
<b>Label Shape</b>	Wide- range of label shapes and sizes	Limited, labels must fit magazine
<b>Appearance on Bottle</b>	Hidden edge lines with clear on clear films	Clear on clear film not widely available
<b>Set Up</b>	Wide temperature range for dispensing	Adhesive temperature critical for viscosity control
<b>Changeovers</b>	Easy changeovers, minimal adjustments	Best for long runs with same size label, expensive change parts
<b>Production Speeds</b>	Low to high speed applicators	Low to super high speed applicators
<b>Glue Clean Up</b>	No clean up	Equipment wash down, adhesive waste
<b>Label Cost</b>	Higher, but includes adhesive and application	Lower, but only includes label material



## WHY YOU SHOULD CARE ABOUT LABELING

Packaging is all about shelf appeal, and for craft brewers it's of critical importance.

According to a recent craft beer audit by market research firm Nielsen, 3,905 new beer items have been introduced in the past two years, and 75% of them have been craft. That means competition for consumer attention at the shelf is fierce. There are 571 beer items on the average liquor store shelf; 256 on the average food store shelf.

With 70% of consumers deciding what beer to buy at the point-of-sale, your brand has got to stand out.

Whitlam has the experience and technical skills to help you stand out. Our in-house graphics team can collaborate with you to create the perfect design for your product



## What draws a consumer's eye? The package and the label.

**66%** of those surveyed say a beer's package/ label design is "very" or "extremely" important for getting them to notice it

**60%** say it's "very" or "extremely" important in convincing them to give it a try

**71%** of craft beer buyers – particularly women – like to try brands with bold/ interesting packaging



*We look forward to working with you*

## Contact Us

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## Follow Us

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