



## Innovation and Fast Turnaround Rescue Product Launch Event

New label printing techniques developed for winemaker

### Challenge

WineSociety™, a California based startup is putting a new spin on high-end wine. They work with vineyards across California to create new blends and package them into stylish cans to make the product environmentally friendly and convenient for any adventure.

With a launch less than a month away, the company found that their printer was unable to meet the deadline and could not deliver the unique printing techniques they were seeking:

- A soft-touch matte finish sleeve for three varieties of wine
- A 500-milliliters European can, not common in the U.S.
- A translucent sleeve effect that allowed the metal of the cans to bleed through the sleeve

### Solution

All areas of the Prime Labels & Packaging Group reacted quickly in order to rally around the client's tight deadline. New printing techniques were developed and tested to prepare prototypes for the client to review. To achieve the translucent effect, our

team developed new screened printing plates that reduced the saturation of color and allowed the metal of the can to show through. To further enhance the look, we employed a unique process of overlaying matte varnish on a gloss finish to create a subtle yet eye-catching effect for the WineSociety's name and logo. The owner and their agency attended the press run to give instant feedback on the product and make adjustments on the spot.

### Results

Prime Labels & Packaging Group delivered the finished product within two weeks of the initial inquiry. The client supplied new cans to the co-packer on time and launched their product successfully.

WineSociety was not only thrilled that Prime Labels & Packaging Group helped them achieve their tight launch deadline, but also with our quality, dependability and labeling expertise. We are now their main label supplier and an active partner in new product packaging development.