

New Labeling Solution Benefits Craft Beverage Producers

Challenge

Small breweries and other craft beverage producers often found it challenging to bring canned beverages to market. In order to use preprinted cans, they were required to purchase a half semi load at a minimum. The alternative was to purchase “brights” (blank cans), have shrink sleeves printed and hire a decorator to sleeve the cans. However, coordination of these activities was expensive, time-consuming and a significant barrier to entry for craft beverage companies trying to break into the industry.



Solution

Taylor partnered with shrink sleeve decorators across the country to create a new value-added service for craft beverage producers, closing a frustrating gap in the industry.

- We strategically focused on decorators with access to brights in smaller, more manageable quantities and who possessed the automation technology to decorate them efficiently.
- Our diverse production footprint then enabled us to economically print and convert custom, eye-catching shrink sleeves for can decorators at any quantity.
- Low-volume jobs were printed digitally while high-volume jobs were produced on Taylor's flexo presses. Beverage producers experiencing rapid growth — or experimenting with seasonal brews — could quickly switch between the two as their requirements changed.

Results

Taylor's ability to resolve stubborn production challenges eliminated a major hurdle for craft beverage producers nationwide.



ASSET MANAGEMENT

Beverage producers no longer have to invest precious capital in large quantities of can inventory.



SPEED TO MARKET

Production resources can quickly be diverted to limited edition and small-batch seasonal brews.



PROCESS EFFICIENCY

Brewers can now purchase label application services in a single relationship at any quantity needed.