



## Shrink Sleeve Label Enhances Shelf Appeal

### Challenge

TruBee® is a high-end honey company that offers specialty products including honey aged in charred oak whiskey barrels. This unique product is sold online and in stores in elegant square bottles. TruBee had been using pressure-sensitive labels on their bottles which required significant labor hours, lacked consistency and hindered full coverage of the product. It also necessitated three separate labels – front, back and a barcode.



### Solution

After reviewing TruBee's current decoration methods and listening to the customer's concerns, Taylor's labeling engineers determined that shrink sleeves offered a perfect alternative.

- Taylor recommended a combination of a bottle sleeve – to better represent the distinctive brand – and a removable neckband for product security and tamper evidence.
- The new shrink sleeves provided 360° graphic coverage on all sides of the bottle, allowing product information on all four panels of the container versus the previous two-sided messaging.
- The change from pressure-sensitive technology also eliminated air bubbles from the label, made label placement easier and reduced the number of labels per bottle from three to one.

### Results

Taylor's comprehensive shrink sleeve solution has enhanced TruBee's business operations in a variety of ways.



#### BRAND IMAGE

The stronger shelf appeal of a 360° label has differentiated TruBee in a crowded marketplace.



#### PROCESS EFFICIENCY

TruBee employees spend fewer hours on product labeling, freeing up time for other value-added work.



#### PRODUCT SAFETY

The tamper-evident neckband has added a heightened level of consumer protection to TruBee products.