

Stunning Shrink Labels for the Spirits Industry

The beer, wine and spirits industry thrives on branding their products via exceptional, unique packaging to attract consumers, particularly for seasonal sales or limited-edition product releases. PDC worked with branding and packaging development teams on package design, and developing the correct film specifications for sleeving these dazzling glass spirits bottles for retail.

CHALLENGE:

Bright festive graphics, textured and metallic features of shrink sleeving film for the holiday season



CHALLENGE:

Narrow neck and contoured bottle

CHALLENGE:

Special request for a scratch and sniff feature to add to the festivities

SOLUTION:

- R-Series shrink labeler applies sleeves up to 400 per minute using PDC's **patented cutting technology**
- **Advanced Dual Servomotor sleeve feed system** for precise label registration
- Multiple-zone, thermostatically controlled **steam heat tunnels**

