

*Organic Juice
Company Selects
WalleSyn Pro™
Matte Labels*



Challenge

An organic juice company was launching a new line of natural enhanced water beverages. It was important to the company that the labels promote the product's natural ingredients and be consistent with the company's brand image. The company selected a co-packer to hot-fill the product using a proprietary PET bottle. The co-packer utilized only roll-fed labeling equipment, and its location required that the product be distributed by rail over long distances. Initially the customer was interested in a surface coated label; however the harsh conditions of rail transportation proved to unacceptably scuff a coated label. A laminated label could solve the scuffing issue, but the customer did not like the high gloss look and un-natural feel of a laminated label on its product.

Solution

Walle recommended its WalleSyn Pro Matte label as the solution. WalleSyn Pro Matte is one several products from the company's WalleSyn Pro line of proprietary synthetic labels. WalleSyn Pro is a unique laminated label that comes available in both cut & stack and roll-fed formats. A clear film layer, which is over laminated to the base white film, fully protects and seals the ink and label graphics. This unique structure makes WalleSyn Pro labels 100% scuff proof, in addition to being 100% waterproof. With these high-performance characteristics, the customer's package was able to withstand rail transportation over a long distance from the co-packer to the in-store display in ice coolers. The selection of a special matte film for the laminate - one of several unique design options available in the WalleSyn Pro product line, including metalized and clear films - gave the label a soft finish that looked and felt more natural than traditionally laminated labels.

Results

The customer had a firm concept in mind for its new line of natural enhanced waters. The selection of a co-packer with its unique application and distribution requirements could have forced the customer to make compromises to the product's package design. The high-performance characteristics and design flexibility offered by Walle's line of WalleSyn Pro synthetic labels meant that the customer's product was brought to market just as they originally envisioned it - without sacrificing the product's package quality and the company's brand image.

At a Glance

Product Used

WalleSyn Pro Matte Labels

Client Profile

Organic Juice Company

Business Need

An organic juice company was launching a new line of natural enhanced waters in hot-fill PET bottles. The customer wanted the product to have a natural look and feel to the consumer. Its co-packer only utilized roll-fed labeling equipment and distribution of the product required transportation by rail over long distances.

Solution and Benefits

Walle recommended its WalleSyn Pro Matte label as the solution. WalleSyn Pro is a unique laminated film label and is available in both cut & stack and roll-fed formats. Being a laminated film label, WalleSyn Pro is 100% scuff proof and 100% moisture proof. To impart a natural look and feel for the product, a special matte finish film was utilized to provide a soft feel and natural appearance. However, the customer still wanted to retain the natural look and feel for its product. WalleSyn Pro Matte utilizes a special matte finish film to provide a soft feel and natural appearance. This label solution met all the packaging requirements from filler to in-store display and reinforced the brand's organic image.