

Unique handle makes a bold artistic statement

Clip-style paperboard multipack fitted with crowns to lock bottles in place

OmniKote™ coated unbleached kraft paperboard provides rigidity



Oedipus Brewing Introduces a Provocative Clip-Style Multipack for its Popular Mannenliefde Beer

Founded by four friends united by their shared passion for beer, Oedipus Brewing opened its first brewery in Amsterdam in 2015. The brand quickly gained recognition for the colorful labels and unexpected flavors of its popular brews, including its first beer, Mannenliefde.

Summary: Elevated Experience | Convenience

Challenges



- **Elevated Experience**
Oedipus Brewing required a multipack solution that captured the brand's unique personality while also being durable and functional.
- **Convenience**
The new solution needed to offer rigidity and durability for easy carrying of the multipack by the consumer without ripping or tearing.
- **Operational Efficiency**
The new pack needed to be easy and efficient to apply and withstand the bottling and packing processes.

Solutions



- **Great Retail Impact**
Graphic Packaging developed a paperboard packaging solution that synergizes with both the beer label and the suggestive overtones of the pack shape.
- **Unique Handle Design**
The new clip-style multipack features a custom handle with locking crowns designed to cope with extreme use cases.
- **Scalability**
Graphic Packaging worked with the co-packer to develop a bespoke manual application technique.

Results



- **Brand Differentiation**
The unique shape and bold artistic statement create a significant impact on the retail shelf.
- **Single-Finger Secure Carrying**
Premium print finishes create significant on-shelf impact and are tailored to the local market to optimize recyclability.
- **Client Satisfaction**
The new application technique allows the customer to scale up production efficiently to meet demand.

Challenge

Oedipus Brewing wanted to develop a provocative and distinctive multipack for its popular Mannenliefde beer. The edgy brewer envisioned packaging with a naturalistic, rounded shape resembling a pectoral with a piercing.

The brewer worked with Graphic Packaging International (Graphic Packaging) to create a unique, eye-catching multipack solution that could be applied efficiently at scale and durable enough to hold four full glass bottles without tearing—creating a positive consumer experience.

Solution

Graphic Packaging developed a clip-style multipack with the durability to cope with rigorous bottling and packing lines, as well as the rigidity to safely carry four glass bottles without tearing. The multipack features a unique handle design, with locking crowns to secure the bottles in place.

A bespoke application technique was developed for the brewer, designed to allow application at scale.

Results

The distinctive shape and functionality of the multipack, combined with the provocative nature of the brand, create a significant impact on the retail shelf.

Due to its creative and structural design excellence, the multipack creates a bold artistic statement with a high-performance packaging solution, enhancing the consumer experience. The design excellence of the Mannenliefde beer has been recognized with a ProCarton **European Carton Excellence Award** and a **World Beverage Innovation Award**.

