

Custom Profile

Raised Ink




18pt AquaKote™



Constellation Brands' Funky Buddha Mixology Series Grabs Consumers' Attention with Dimensionally Raised Coating and Metallic Gold Ink

Funky Buddha offers a line of beers, inspired by classic cocktails. The package is a sustainable solution with a custom profile and shelving positioning that captures consumers' attention. The high-gloss raised coating gives dimension to the illustrations and creates a unique tactile experience.

CASE STUDY: ELEVATED EXPERIENCE | SUSTAINABILITY

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • Design Catch consumer's attention with on-shelf differentiation • Ink & Coating Convey premium positioning • Paperboard Offer a sustainable solution that is reliable in moist conditions 	<ul style="list-style-type: none"> • Custom Profile Four-bottle carrier with a four-sided custom profile cut • Raised Ink Metallic ink with dimensional raised coating • 18pt AquaKote™ Additional wet strength 	<ul style="list-style-type: none"> • Compact carrier allows more varieties to be shelved, die-cut profile visually offers impact from all sides • An enhanced and unique tactile experience when consumer is carrying the package • Survives moist conditions and can be recycled in most communities in US and Canada

Challenge

In order to convey the unique nature of Constellation Brands' Funky Buddha Mixology Series and emulate their artisan character, a distinct and premium package was required. In addition, the client desired a sustainable solution to reflect the brand's commitment to environmental sustainability.

Solution

A four-bottle carrier was designed to safely carry filled bottles and prevent damage or breakage. We designed a secure structure with internal dividers that separate the individual bottles. The carriers also feature a custom profile cut on all four sides, designed to accommodate the graphics, including the round Funky Buddha logo at the top center, creating greater visual impact on the retail shelf.

To convey their premium positioning the carriers feature UV gloss varnish and raised UV gloss coating on the Funky Buddha logo, on the hand drawn illustrations, and on the handle.

Additionally, Graphic Packaging's 18pt Solid Unbleached Sulfate (SUS™) board was selected for these carriers. It has additional wet strength added at the mill to make the carriers even more reliable in the often moist/damp/wet conditions in which they are filled, distributed, sold, and stored.

Results

Funky Buddha's carriers move through the established beverage distribution system without requiring any special accommodations. The four-bottle carriers allow, retailers to shelve more varieties in the same amount of space in this extremely crowded category. In the retail space, the combination of multiple facings side by side creates a very strong brand billboard for Funky Buddha, helping them to distinguish themselves from competitors.

These elements, combined with the appealing line illustrations and strong color coding among the various versions, result in a visually compelling line of packages that build a very strong brand billboard on store shelves. A dimensional coating in detailed pattern is applied to the handle area to assure consumers have an enhanced tactile experience while carrying the package, making it unique and distinct from other beer carriers.

Constellation Brands' Funky Buddha carriers are produced using Graphic Packaging's 18pt AquaKote™, a SUS™ board grade that is made from renewable resources, using fiber harvested from managed forests, and FSC® or SFI®-certified producers. SUS is recyclable, and is easily recycled in most communities in the US and Canada. The recycling rate of paper and paperboard in the US today is 66 percent* and consumers understand that paperboard is a highly sustainable packaging material. The choice of recyclable paperboard reflects the brand's commitment to sustainability.

*Source: American Forest & Paper Association - 2020

