

Custom Profile

Soft-Touch Coating



Fractal Patterned  
Foil Stamping



## Devils Backbone Brewing Company Establishes their Prestige Series as a Luxury Beverage with Foil Stamping and Soft-touch Coating

This basket carrier is a sustainable solution with a custom profile and premium enhancements that captures consumers' attention and elevates the brand. The foil-stamped basket carrier with soft-touch coating gives dimension and creates a unique tactile experience.

### CASE STUDY: ELEVATED EXPERIENCE | SUSTAINABILITY | OPERATIONAL EFFICIENCY

 <b>CHALLENGE</b>	 <b>SOLUTION</b>	 <b>RESULTS</b>
<ul style="list-style-type: none"> <li>• <b>Design</b> Catch consumer attention with on-shelf differentiation</li> <li>• <b>Ink &amp; Coating</b> Convey premium positioning</li> <li>• <b>Paperboard</b> Offer a sustainable solution that is reliable in moist conditions</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Custom Profile</b> Four-bottle basket carrier with a four-sided custom profile cut</li> <li>• <b>Foil Stamping and Coatings</b> Patterned foil stamping with soft-touch coating</li> <li>• <b>18pt AquaKote™</b> Additional wet strength</li> </ul>	<ul style="list-style-type: none"> <li>• Compact carrier allows more varieties to be shelved, die-cut profile visually offers impact from all sides</li> <li>• An enhanced and unique tactile experience when consumer grabs the package</li> <li>• Survives moist conditions and can be recycled in most communities in US and Canada</li> </ul>

## Challenge

Devils Backbone developed a new premium series including barrel-aged and bottle-conditioned beers - a new addition to their existing portfolio of craft and specialty beers. Their desire was to call attention to the premium products on shelf and provide a full sensory experience for the consumer, beginning with their interaction with the packaging on shelf, and extending to the consumption of the beer itself. This required stepping up their packaging game.

## Solution

In order to better leverage the brand's identity on the shelf, a custom die was created featuring the profile of the Blue Ridge Mountains, home to the Devils Backbone brewery and brand. The side walls were designed to mirror one another allowing for multiple billboarding opportunities when merchandising all three varieties side-by-side on the retail shelf.

The three basket carriers feature several enhanced elements designed to succinctly present the flavor of each item in the Prestige series. **CLINK** uses overprinted silver foil to create silver and gold metallic areas on the package, while soft-touch coating is applied over solid black areas to provide increased visual contrast and a luxurious velvety feel that complements the distinct champagne-inspired art deco style of the graphics. **Glitter Bomb's** dot-glitter patterned foil reinforces the product name and an Op-Art influenced graphic design to reference the burst of flavor delivered by this barrel-aged sour beer. **Revenge of the Mariner** uses a fractal patterned stamping foil which, combined with the wavy design, reinforces the seafaring product name. Combined, the basket carriers reflect the shared equities of the Devils Backbone Prestige Series, while leveraging unique design features to stand alone.



## Results

Devils Backbone's goal was to capture the consumer's eye and prompt a purchase. In the very busy craft beer space, these four-bottle basket carriers effectively utilize custom shape and highly reflective holographic foil materials to grab consumers' attention. Once noticed, they go on to convey the super-premium nature of the product with the use of specialty materials like metallic foils and luxurious soft touch coating.

### *Notable Operational Efficiency and Sustainability Improvement*

During the assembly of these basket carriers, there are areas that require gluing the top surface of the board to itself. In traditional Met-Poly board (metallized poly film laminated to the top surface of the board), this means film to film gluing, which requires the use of hot-melt adhesives. By using hot-foil stamping down first, which is then overprinted, the film component is eliminated, allowing for the use of conventional water-based glue which improves the package's recyclability. This is important not only to Graphic Packaging, but also to Devils Backbone, products and packaging.

