



SLEEVES CREATE IMPACT FOR VODKA LAUNCH

- Strong brand differentiation
- The perfect result on a difficult container
- Mono-material bottle and sleeve

The high profile launch of Galatea Spirits' Good ol' Sailor organic vodka in recyclable PET bottles features striking full body sleeves supplied by CCL Decorative Sleeves.

The colourful sleeves are manufactured in 50 micron high shrink PET and gravure printed in six colours. The design features classic sailor tattoos which cover the entire sleeve from the neck to the base of the bottle. This bold decorative effect exudes tactile qualities and creates a strong brand identity on shelf.

The sleeves are hot air shrunk onto the empty PET bottles. Selection of the correct material was crucial to ensure a tight fit around the bottle and enable bottle manufacturer Petainer to achieve a perfect result on a difficult container.

CCL Decorative Sleeves provided full technical support throughout the project to ensure the best result, and was able to offer a complete package to Galatea and Petainer by supplying the change parts for the machine to run the sleeves.

The new PET bottle offers a significantly lower carbon footprint than the equivalent glass packaging while the use of a PET sleeve creates a mono-material pack for recycling.

"We are delighted with the impact and appeal that the new sleeve has created, contributing to a strong brand image for the product. CCL Decorative Sleeves was able to offer us a complete sleeve package that allowed us to have total confidence in the quality of the end result."

Peter Edin, Brand Manager, Galatea Spirits

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