



SLEEVES DELIVER THE FRIDGE PACK MESSAGE

- **Strong on-shelf branding**
- **Complete sleeving solution**
- **Effective combination of material and printing selection**

Shrink sleeves from CCL Decorative Sleeves are helping to maximise on-shelf presence for the newly-launched Heinz Beanz Fridge Pack, a resealable jar format developed to cater for bean lovers who want to enjoy the best loved beans as they like, in portions that suit them.

The all-over coverage of the sleeve, featuring the familiar Heinz Beanz colour and branding, ensures that the jars attract attention on shelf. Sleeves are also the ideal choice for the cold and moist environment of a fridge, rather than paper labels. The PET sleeve is printed in four colours plus two white layers for effective opacity. It is easily removable at the point of recycling by the use of a simple tear strip

CCL Decorative Sleeves worked closely with Accraply Grahams, who supplied the sleeving line, to deliver a complete solution to Heinz.

“The use of a shrink sleeve provides an eye-catching ‘look’ that is instantly recognisable as Heinz Beanz... CCL Decorative Sleeves’ contribution has delivered the ideal complement to the Heinz Beanz brand.”

John Alderman, Heinz

CCL LABEL
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