

SLEEVES ENHANCE PASSOÃ FLEXIBILITY

CLS Remy Cointreau has repackaged its Passoã liqueur in a full body shrink sleeve, developed by CCL Decorative Sleeves, that offers significant benefits for the brand particularly in terms of wider promotional opportunities.

A key requirement was the need to replicate exactly the appearance of the existing matt black coated bottle with paper label, which is well established in the market and easily identified by consumers. Scuff resistance was also a priority to ensure the bottle retained its premium image throughout its life.

CCL Decorative Sleeves used specifically developed print techniques to achieve the matt black finish that matched the appearance of the existing coated bottle. The 50 micron high shrink PET sleeve, applied to 70cl, 75cl and 1 litre bottles of Passoã, is rotogravure printed in eight colours incorporating a scuff resistant matt lacquer and also a UV barrier lacquer for maximum product protection.

The design features the Passoã name and bold red and yellow graphics, which create the feel of a South American party mood, while the new sleeve also offers the convenience of a visi-strip. Another important benefit is that the sleeves provide the flexibility to easily incorporate additional information or specific brand or promotional messages as required.

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“The brief for the new sleeve was both specific and challenging as it was vital to get it right to ensure the successful continuity of the brand.”

**Rémy
Cointreau**