



NEWS RELEASE

TO THE EDITOR

FOR IMMEDIATE RELEASE



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GIL-134

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SHRINK LABEL DEFINES HIGH-ENERGY PERFORMANCE DRINKS AS CATEGORY LEADERS

Dynamic shelf presence differentiates products and drives appeal

Croydon, PA: Exciting, product-defining shrink labels from Gilbreth communicate the high energy of performance beverages into dynamic on-package billboards that connect with the consumer to define non-verbal aspects of health, wellness and performance products.

Gilbreth combines color, metallics and special effects with experience, knowledge and a desire to push the limit of printing technology. Innovative, brand-defining Gilbreth shrink labels assist the product in presenting consumers with performance value expectations.

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Gilbreth, a pioneer in shrink film printing for over 40 years, offers a broad range of shrink labels; full body sleeves, tamper-evident neck bands and specialty anti-counterfeit sleeve labels.

For more information, please contact Jim Insel; Gilbreth; 3001 State Road; Croydon, PA 19021; (800) 630-2413; www.gilbrethusa.com.

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Photo Caption:

Gilbreth shrink labels combine color, metallics and special effects to create a high Energy, brand-defining shelf presence for wellness beverages.

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