

### **Case Study “Team” Customized Solution**

A major energy drink supplier asked Gilbreth to create a better package. The current product was in a painted aluminum can. They wanted to change to a plastic container while maintaining the metallic look. Line extensions and multiple SKUs meant inventorying 3-4 months of containers at a time for each SKU. They had to maintain multiple locations for storage at considerable costs.

Gilbreth suggested a switch to plastic containers which would not compromise the market accepted metallic appearance. The 360° decoration of a shrink sleeve was the best way to maintain the brand identity while allowing them to consolidate inventory. We further suggested the use of an alternate metallic ink technology to achieve optimum metallic finish. The new technology allowed us to vignette the colors, matching the look of painted aluminum. Gilbreth utilized product innovation and engineering to reduced inventory, materials, and transportation costs, without compromising brand identity.

#### **Our recommendations for the new plastic container labeling**

- Recommend PVC film for economics and container compatibility
- Consolidate inventory by using labels to differentiate SKUs
- Reduce storage space by inventorying sleeves instead of containers
- Create labels that mimic the look of the market accepted metal container
- Use transparent colors over a full coverage metallic layer vs. standard metallic colors.
- Vignette transparent colors to further simulate painted aluminum containers
- Establish a brand identity through graphics that carries throughout all SKUs

#### **Custom Solution**

- Container evaluation
- Film selection
- Art preparation / graphic recommendations
- Prototyping / color draw downs / press trials
- Block production time
- Application method recommendation
- On site tech / start up support
- Latest ink technology
- Innovative process technologies