

MULTI-COLOR CHINA: SMART TOP CAN LID LABELS PROTECT FROM GERMS AND PROVIDE BRAND MESSAGING FOR BUDWEISER

MARKET BACKGROUND

Budweiser noticed that their cans were arriving at stores in China with dust and dirt on the can lids.

THE CHALLENGE

Create an innovative label that guarantees that the customer will get a can without dust or dirt.

MCC SOLUTION

Our Chinese plant recommended the Smart Top Can Lid product, which is made of fully recyclable debossed aluminum foil that adapts perfectly to the can's shape and can be applied at up to 60,000 cans per hour. It fully protects the can from any dust and germs that it may touch in transit, while providing the additional benefit of more branding space, which can be customized with a range of special effects. The addition of this can lid makes a huge difference at the shelf, ensuring cans stand out from their competitors.

THE RESULTS

Budweiser is very happy with the Smart Top Can Lids. They have received great market feedback and have used the lids to run a special promotion.



MULTI-COLOR CHINA

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