

MULTI-COLOR MASON: LIFEWTR LABEL "IS THE BRAND" ACCORDING TO PEPSICO

MARKET BACKGROUND

LIFEWTR is a purified water pH balanced with electrolytes. Launched in Feb 2017, the high-profile brand is PepsiCo's way of appealing to millennials. What sets the premium water brand apart from competitors is the label—each label features a bold and tactile work of art from an emerging artist, playing strongly into today's social-media driven culture.

THE CHALLENGE

Create a recyclable pressure sensitive label that highlights the color and texture of the art within a short timeframe.

MCC SOLUTION

Working with PepsiCo from the beginning, Multi-Color evaluated the art to determine the best film material gauge and to identify the tactile coatings and matte finishes that would best meet the design intent. Placing a high importance on the tactile element of the design, the team tested a variety of tactile coated label samples to guarantee the end result would survive the filling and shipping process. They used a 12-color press to make the art eye-catching from the front and the back. To ensure the label would be 100% recyclable, the team used Avery Dennison's Clean-Flake Adhesive technology and film material.

THE RESULTS

PepsiCo is thrilled with the quality of the label and the speed at which it was created and implemented. To date we have shipped double the original forecast of LIFEWTR labels with a variety of designs and more filling locations are being added.



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