

MULTI-COLOR SCOTTSBURG, INDIANA: VARNISH AWAY THE SCUFFS

BACKGROUND

A large CPG customer was experiencing scuff on their labels during product transit, decreasing their overall aesthetic appeal. Their previous solution was to place cardboard dividers around the neck of the product to eliminate any movement during distribution. However, this customer found that the cardboard dividers are very costly, \$300M - \$500M monthly.

THE CHALLENGE

MCC was approached by the MPD group to assist in overcoming the label scuff issue that presented itself when the dividers were removed. An initial print trial was performed that included adding a varnish to the outside of the labels that reduced the Coefficient of Friction; eliminating the label scuffing that occurred during shipment. Unfortunately, this full coverage varnish caused a residue to build up on the labeling equipment's rails, so it was determined that a registered varnish would be required.

MCC SOLUTION

MCC worked with MPD and the supply chain to identify the bottle rub points, and designed a more robust print trial. This trial verified varnish type and placement, and assured that the varnish could be incorporated without adversely affecting design intent. This proved to be especially challenging on the design due to the utilization of a matte' varnish on the outside of the labels. The print trial also provided several distortion, graphic placement, and color options that identified the optimal treatment of those areas.

THE RESULTS

The learnings from the trial were incorporated into the final color separations, and the labels were produced without issue. MCC provided a solution for this initiative that would result in a \$300M - \$500M monthly cost savings for our customer.

