

MULTI-COLOR SOUTH AFRICA: CASTLE LITE BRAND REVIVED WITH INNOVATIVE FRONT AND NECK LABELS

MARKET BACKGROUND

Castle Lite launched in green bottles with metalized paper labels. As such, it was seen as a lite derivative of the famous Castle brand. Castle Lite needed a new look to bring it into the premium market segment.

THE CHALLENGE

Create an innovative new look utilizing PSL and neck foil labels. Keep the brand's core identity, but push for market leadership with visual and functional improvements.

MCC SOLUTION

We created a thermochromic PSL front label with multiple activation temperatures, which brought their brand slogan, EXTRA COLD, to life. The final PSL label used 8 colors, maximizing the capabilities of the gravure press. For the neck foil, we incorporated a perforated foil that covered part of the crown, serving as temper evidence.

THE RESULTS

The Castle Lite team was thrilled with the new labels, as they are the perfect combination of innovation and shelf presence to move them towards market leadership in the premium segment.



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