

MULTI-COLOR SOUTH AFRICA: APPLETISER ADDS "POP" TO ITS SPARKLE

AN OPPORTUNITY

Over its history of around 50 years, sparkling fruit juice producer Appletiser had made a special niche in the world of beverages with a relatively high priced product. It was known as a premium beverage and enjoyed good support in its South African home market as well as burgeoning export sales. However, with the onset of tougher financial times, it was more important than ever that this iconic South African brand maintained its shelf presence.

PROCESS CHANGE CHALLENGES

The focal point of Appletiser's neck label is the metallic apple logo. The logo was originally designed to be foiled with colour lacquer overprints, however in order to economize on label costs, the print process was changed to gravure. While high-lustre gravure silver provided a reasonable facsimile of the metallic foil on the title, even a double strike of white ink was not sufficiently opaque. As the incumbent supplier of back labels, MCC South Africa thought they could improve the neck label as well.

BESPOKE MACHINERY FOR BESPOKE SOLUTIONS

Multi-Color South Africa engaged MCC's Product Leadership team for assistance. After determining that a multi-process solution would provide the best route, based on success with similar project briefs, the technical staff set about designing a printing platform. Existing UV flexographic machinery was upgraded with the integration of a gravure unit, creating a bespoke combination press unlike anything on the African continent.

OUTSTANDING RESULTS

The new label features gravure silver with a UV flexo lacquer over print, with a screen-printed title. This outstanding execution went on to win several print awards, and delivered on the promise to make Appletiser's brand "pop" on shelf.

"MCC has surely improved the Tiser neck range label image through the capabilities of gravure and screen printing on one press. The combined technique enabled us to achieve a lustrous icon with transparent ink onto silver and a solid white logo which stands out beautifully on shelf."

Madeleine Labuschagne, Appletiser South Africa



MULTI-COLOR SOUTH AFRICA

23 Textile Street Paarl, 7646 Western Cape, South Africa
PHONE (+27) 21 860 0000 EMAIL sales@collotype.co.za

