

MULTI-COLOR CLARKSVILLE: SEAMLESS PSL TRANSITIONS FOR BUDWEISER AND BUD LIGHT

MARKET BACKGROUND

In 2015, Budweiser transitioned from paper labels to PSL and in early 2016 Bud Light introduced a major graphics change including a conversion to metalized film PSL. For the first time ever Budweiser and Bud Light label and can graphics represent the same branding.

THE CHALLENGE

The challenge from Budweiser was to convert from C&S paper to metalized BOPP film. This meant adding a UV tactile element that, in initial testing, caused the ink to shatter when the label was peeled away from the bottle. Bud Light's challenge was to create a smooth transition to the new graphics under a short timeline.

MCC SOLUTION

After much testing the team was able to find a solution to the Budweiser ink shatter issue and the line is running smoothly. The Bud Light graphics change required quick turnarounds on prototypes and within 2 weeks of an approved design we were on press and production began.

THE RESULTS

The first Budweiser bottles were released in the Fall of 2015 and the Bud Light bottles were in market in Q1 of 2016. The client was thrilled with the quality of the work and the ability of our team to execute successfully within the timeframe.



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