

CAN LABELING

SOLUTIONS



PACKAGING



IT'S TIME TO CELEBRATE!



DRINK UP



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HERE**

123 Anywhere St.,
Any City, ST 12345
www.reallygreatsite.com

Labels Attract Buyers



With over 8,000 beer brands in the US, a unique colorful label guarantees your can will get noticed. Is it sour, tart, malty or fruity? Highlight the barley, hops or citrus notes that make each brew special. Low minimum quantities mean you can create labels for each beer in your seasonal collection or small batch. Consecutive numbering is available for limited editions. Our White Film BOPP stock is the perfect backdrop for your can label.

To Label or Print: That is the Question

What makes a beer label stand out? Color, design, and a well-written description work together to engage your customer. Ultimately, labels influence purchasing decisions.

While printing on aluminum cans is popular, there are advantages to using labels.

Pressure Sensitive Labels

- White Film BOPP makes colors pop
- Low MOQ for variations, seasonal offerings
- Quick turn times
- New labels can be applied if changes are made
- Bring the craft brewery 'feel'



Direct Printing

- Cans have to be shipped to and from a printer
- High MOQ
- Longer lead times
- Printing is permanent

We CAN do more than CANS

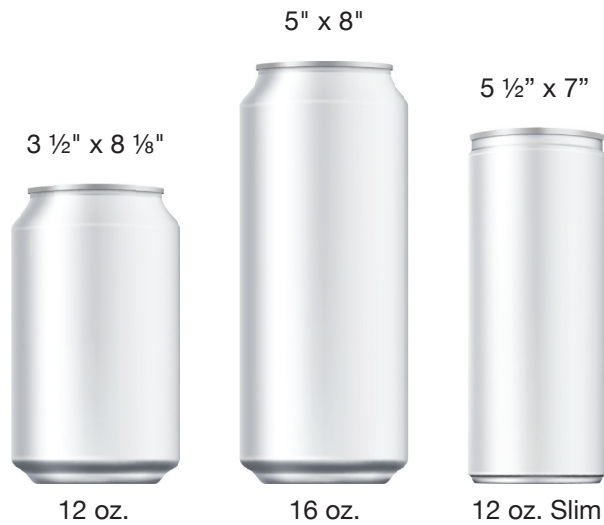
Help craft brewers expand their marketing reach with clings, window decals, floor decals, shrink sleeves, prime labels, die cut labels, packaging stickers, QR codes and more. Ask us about our comprehensive product offering.



Can Labeling Program

Material	White Film BOPP (resistant to condensation)
Print Process	Full Color Printing
Production Time	Starts at 4 days and is dependent on quantity and number of versions
Coatings	Choose UV Gloss or UV Matte Varnish
Standard Features	Labels are finished on rolls with 3" cores. Must specify outer diameter and unwind direction when ordering.
Additional Options	4 versions are included in the price. For additional versions, copy change charges will apply.

Sizes & Styles



Standard, Tall, or Slim, we have a label for each of these popular sizes. Look beyond beer to non-alcoholic beer, hard seltzers, ready-to-drink mixed cocktails, wine and sparkling water.

Label Pricing

Your passion is crafting beer. Our passion is printing. Let's work together to create a can label that exemplifies your love of brewing. Our targeted label offering makes getting your labels simple, quick, and affordable.

Can Size	Label Size	1,000-14,999	15,000-74,999	75,000-149,999	150,000-249,999	250,000+
12. oz.	3 1/2" x 8 1/8"	\$0.088/ea	\$0.078/ea	\$0.072/ea	\$0.060/ea	\$0.048/ea
12 oz. Slim	5 1/2" x 7"	\$0.090/ea	\$0.084/ea	\$0.078/ea	\$0.072/ea	\$0.060/ea
16 oz.	5" x 8"	\$0.094/ea	\$0.084/ea	\$0.078/ea	\$0.072/ea	\$0.060/ea

(G) Prices effective January 1, 2023. Prices subject to change.

8 Fun Facts

- 01 Non-alcoholic products are gaining popularity, up 32% in 2021.
- 02 The consumer attention span is short. Capture their attention within 10 seconds.
- 03 Craft beer isn't going anywhere. Sales were up 8% in 2021.
- 04 Beer drinkers prefer cans over bottles.
- 05 In the next 5 years, craft beer sales will reach \$211 BILLION.
- 06 Americans love craft beer with over 40% of adults imbibing.
- 07 Consumers earning \$75-90,000 are most likely enjoying craft beer.
- 08 The most adventurous craft beer consumers are Millennials. They try 5.1 brands each month.



Ordering Process

White Label Site

Our team will create an e-commerce site for you that includes your label templates for easy order transmission.

- Graphic designers can design and upload completed artwork or utilize templates to build artwork within the site.
- Templates showing margins, bleed, and unprintable areas can be downloaded for use in creating artwork.
- Reorders are easy. Just access order history to create a repeat order.

