

Seeing red—with a twist

Malibu® chooses Eastman Embrace™ copolyester for their new Malibu Red liqueur offering.

Malibu® is a well-known liqueur recognized for its distinguishable white bottle sleeve, but for their new line extension they decided to switch up the design a bit. To increase shelf appeal and consumer interest, the Malibu brand looked to Eastman Embrace™ copolyester when creating unique labels for its newest line extension—Malibu Red, a rum and tequila liqueur.

Red hot design

Pernod Ricard, a France-based beverage manufacturer for Malibu, wanted to maintain a consistent brand image with its other products while developing a unique look and feel to grab consumer attention on the shelves. Embrace copolyester offers superior clarity and high gloss to showcase eye-catching graphics. This helps differentiate products by promoting brand image, increasing sales, attracting consumer attention, and encouraging brand loyalty.

The toughness, clarity, and printability of Eastman Embrace made it a good fit for the labels high-end look and feel. To achieve the mirror image, metallic silver and red look, the image was reverse printed on the clear, water-like label to bring out bold colors and enhance graphics. Embrace allows for surface printing with existing technology and without special pretreatment.

With incredible printing capabilities and exceptional shelf differentiation, Eastman Embrace™ copolyester was the obvious choice for Malibu Red.

A bold look for a bold brand

Embrace copolyester has greater than 75% ultimate shrinkage, making shrinkage around the neck possible. In addition, with its maximum shrinkage potential and ability to encompass unique shapes and contoured containers, brand owners can potentially eliminate secondary packaging when using this exceptional resin.

“The shrink memory of Eastman Embrace copolyester is ideal for the bottle, which has a long base and a short, narrow neck,” said Alan Wolk, vice president of innovation and technical support with Gilbreth, a subsidiary of Cenvco Corporation and a shrink sleeve label manufacturer which prints Malibu Red bottle labels. “The print characteristics of Embrace marry perfectly with the bottle.

The result of this collaboration with Eastman, Malibu, and Gilbreth is a product with a high-end, vibrant label that gives a distinctive shelf presence and differentiates itself from competitive products.

For more information on Eastman Embrace™ copolyester, visit www.eastman.com/embrace.





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