

Crafting a better label

Against the Grain chooses Eastman Embrace™ LV copolyester for its shrink-labeled beer cans.

Louisville, Kentucky-based craft brewery Against the Grain (ATG) needed an alternative to its printed beer cans that would reduce lead times while still showing off bold graphic designs. To accomplish this goal, they chose to collaborate with Verst Packaging and Eastman to create unique shrink-labeled cans made with Eastman Embrace™ LV copolyester.

With printed cans, ATG had to purchase a full truckload for each individual SKU. Lead times averaged 20 weeks, and it was impossible to render graphics true to the artists' intent. Since converting to Verst-manufactured shrink-labeled cans, ATG has launched 24 unique SKUs and cut lead times in half.

Standing out in a crowd

"Breweries were dying for an alternative to printed cans," said Peter Parker, director of business development for Verst. "Our shrink-labeled cans give brewers greater flexibility, better cash flow, and superior graphics."

The ability to reduce lead times has helped ATG increase revenue and double sales while showing off eye-catching graphics that set its products apart in the highly competitive craft beer market.

"From a fiscal perspective, we're able to hold a leaner inventory while maintaining a large number of SKUs. Quality control and lack of limitations with our graphics make for cans that pop on the shelf," said Sam J. Cruz, ATG co-owner and marketing visionary.

Eastman Embrace LV enables differentiated labeling wrapped around contoured, complex, and thin-walled containers. It facilitates superior aesthetics, increased functionality, and viable sustainable packaging with recycle-friendly, full-body shrink labels, making it the perfect fit for ATG's distinctive craft beer cans.

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





Eastman Corporate Headquarters
P.O. Box 431
Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)
Other Locations, +(1) 423-229-2000

www.eastman.com/locations

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