

Cheers to insight

Jack Daniel's® chooses Eastman Embrace™ LV copolyester for its UK birthday edition Tennessee Whiskey.

For an exclusive UK birthday edition of its famous Tennessee Whiskey, Jack Daniel's wanted an attention-grabbing look that was stylish with high quality shelf presence. The special edition had high expectations for its release. Correct orientation of the sleeve was critical so that the branding was fully centered. In addition, the sleeve had to be scuff resistant to enable the brand's quality image to be maintained from the point of distribution to the consumer's home. To meet this task, packaging expert, CCL Decorative Sleeves created a stylish matt black, full-body sleeve made from Eastman Embrace™ LV copolyester.

Jon Cowan of CCL commented: "This was a very challenging project, especially in achieving a consistent, crease-free finish, requiring a twist-free and consistent film. Jack Daniel's had very precise requirements regarding positioning and no distortion of the design on the logo in the neck. Additionally, a square profile bottle formed into a round neck created an uneven film path, so a consistent and very high shrink percentage of the film was essential."

Embracing the challenge

Embrace LV delivers shrink film with excellent printing capabilities and shrink consistency, ensuring a level film edge with precise alignment at the top and bottom of containers. This consistency minimizes uneven gaps between the film and container edge and is ideal for unique shapes requiring high shrinkage which was exactly what the Jack Daniel's brand had been searching for.

Embrace LV is the one resin solution that can be customized to meet or exceed alternative resins' shrink curves. The greater than 75% ultimate shrinkage enables it to form around highly contoured or complex containers while still being halogen free and have excellent clarity.

Creating results

"We needed a reliable and technical expert supplier who could both meet our deadlines and deliver the attention-grabbing look we required," explains brand manager Jamie Butler of Brown-Forman Corporation, the owners of the Jack Daniel's brand. "The resulting sleeve has delivered on all counts."

With high shrink rate and design versatility, Eastman Embrace™ copolyester is the perfect fit for Jack Daniel's®.

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





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