

Differentiation—on and off the shelf

DeLos Vodka chooses Eastman Embrace™ LV copolyester for innovation and printability.

In a state that's primarily known for its beer and whiskey, Dallas-based DeLos brings a new taste to town—premium vacuum-distilled vodka. Not many vodka vendors go the extra mile to achieve the smooth, high quality taste DeLos consumers have become accustomed to. DeLos not only tastes different, it looks different too. The sleek black bottle stands out among traditional etched and clear glass bottles on the shelf and accentuates product differentiation.

Shying away from the traditional etched clear glass bottles, the entrepreneur and namesake behind DeLos, Carlos Guillem, desired a package that was sleek and eye-catching. Logistically, the company also needed a packaging solution that would provide the flexibility to quickly launch new sizes and flavors. To meet DeLos's packaging needs, McDowell Label, the label printer for the vodka, recommended Eastman Embrace™ LV copolyester for shrink film.

"Next to all the clear glass bottles, we really wanted our packaging to pop on the shelf," explains Guillem. "The full-body shrink label enabled us to deliver a bold impact while still giving us the flexibility to create promotional packages and launch new flavors."

With sustainability in mind, Guillem was also pleased that the shrink label is easily separated from the bottle, maximizing recyclability of the inkless glass.

With high printing and shrink capabilities, Eastman Embrace™ LV copolyester was the obvious choice for DeLos Vodka.

Embracing black

Shrink films made with Embrace LV copolyester provide a 360-degree billboard for packages, allowing for a unique design from all angles because of its superb printability and saturation capabilities.

"Black is one of the most challenging colors to achieve on shrink sleeves," explains John McDowell, president at McDowell Label. "By using high-definition UV ink on the Embrace LV copolyester, we were able to achieve a rich black color that direct printing and etching could not achieve."



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



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