

Galatea and Eastman Embrace™ LV copolyester offer a high-quality, differentiated, sustainable package

Tasty, premium Good ol' Sailor Vodka, from Swedish beer and liquor exporter Galatea, is known for its innovative packaging and style. As the company sought to launch its first ever vodka, it focused on differentiation in and outside the bottle while still keeping costs reasonable.

To realize these objectives, Galatea called upon CCL Label Decorative Sleeves to design an optimal consumer experience featuring an eye-catching "tattoo" effect. CCL selected Eastman Embrace™ LV, a copolyester resin for shrink films, which can be produced with minimal shrink force while still maintaining a high level of shrinkage on the product. In addition, the film enables 360-degree graphics, processability, and high printability for a stand-out package.

Effortless shelf differentiation

To realize the original design, Galatea collaborated with Aniela, a famous Swedish tattooist who designed a real art tattoo featuring a sailor theme with mermaids, roses, and skulls. A large ship on the front of the bottle evokes stories and legends of pirates, providing the vodka with seemingly effortless shelf differentiation.

After testing several shrink films for printability and processing benefits, shrink film made from Embrace LV was selected as the perfect match for Galatea's vision for unique packaging.

"The colors are vivid, the design is 360 degrees and the material's transparency and clarity give the sensation of paint on the bottle and not on an additional film," said Peter Edin, brand manager, Galatea.

Eastman Embrace™ LV copolyester is the perfect match for Galatea's vision for the Good ol' Sailor Vodka's unique packaging.

Completely undamaged bottle

Good ol' Sailor Vodka is the first Swedish vodka made of organic Swedish barley in PET bottles. Making the project more complex was the application of a shrink film to the PET bottle. Only Embrace LV was able to be applied to the bottle by heating at low temperatures, ensuring a completely undamaged bottle.

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





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