

Southern Comfort uses Eastman Embrace™ copolyester to grab consumer attention

Brown-Forman Beverages uses Eastman Embrace™ LV copolyester for shrink film labels to launch a successful limited edition package for its 70cl bottle of Southern Comfort liquor in the United Kingdom. To grab consumer attention and stand out on the shelves, the bottle features 360-degree graphics in vivid colors made possible by the high printability of the full body label sleeve. The result is a high-quality and differentiated package, turning the bottle into a powerful marketing tool.

Fantastic reaction in the market

“We were delighted with the success of the limited edition bottle—the reaction generated by the sleeve was fantastic, with some of our customers selling out early,” said Jamie Butler, Southern Comfort Brand Manager, Brown-Forman Beverages Europe Ltd. The new package design evoked the vibe and energy of New Orleans, the birthplace of Southern Comfort. The gold and red images on the shrink film tell the story of the city: old audio amplifiers and earphones highlight the city’s passion for jazz music while hats and cavaliers show the mixture of traditions and cultures present in New Orleans.

Premium look and feel

Film made of Eastman Embrace™ LV copolyester gives a premium look because it adheres to the glass bottle shape during processing without creasing and without a smiley face at the base. High printability facilitated the production of clear and brilliant colors, which was another factor in choosing the copolyester. It was printed with a surface lacquer to emulate the matt texture of luxury wrapping paper.

To give the impression of a wrapped gift, the shrink label includes the neck and cap. An additional benefit is that the label also acts as a tamper-evident seal to protect the valuable content of the bottle.

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



Limited edition package made using film of Eastman Embrace™ LV copolyester grabs consumers' attention.

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