



SLEEVES TRIGGER MAXIMUM ON-SHELF IMPACT

- Ensuring shelf stand out in highly competitive market
- Film selection to match bottle shape and graphics requirements
- Complete decoration solution

Sara Lee in Denmark has selected eye-catching full sleeve labels from CCL Decorative Sleeves to provide maximum on-shelf impact for the launch of Biotex stain remover in a 750ml trigger spray pack.

The new sleeved pack replaces the brand's previous more traditional labelled bottle. The full 360° coverage and highly colourful graphics ensure an eye-catching appearance and convey a quality image, vital factors in creating and maintaining consumer attention in a highly competitive market sector.

The non-symmetrical shape of the bottle and the intricate graphics of the sleeve design made correct film selection critical in order to ensure effective shrinkage onto the pack. The sleeve is printed in 50 micron high shrink PET in seven colours to create a high quality finish.

The Sara Lee order was handled by Silcofa, CCL Decorative Sleeves' Danish agent. The sleeves are applied by Riviera BV, a contract decoration company and partner of CCL Decorative Sleeves, to provide a complete decoration solution for the customer.



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"The new sleeved pack really stands out on shelf and gives the brand a more exclusive, quality feel. CCL Decorative Sleeves demonstrated extensive knowledge of sleeving technology and we are delighted with the result."

Anne Dahl Malchau, Nordic Brand Manager – Biotex



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