

## Pressure-Sensitive Paper & Film Craft Beer Labels



### Industry Facts:

- As of June 2017, there are 5,562 breweries in the US, a growth of 906 from same time last year. There are 2,700 planning on opening.<sup>1</sup>
- Craft brewers have seen double digit growth in the past 8 years.

Packaging is all about shelf appeal. Brand owners are trying to capture a certain look, with only seconds to persuade potential customers, the labels on bottles and cans can be just as important as the liquid inside. Brands seek to stand out at the point of sale with special effects that give the perception of quality. Today's brands are employing a variety of specialty effects, such as varnishes, textures, and specialty inks in addition to vibrant, colorful labeling solutions.



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## What's new

- **Aluminum cans** continue to grow in the beverage segment. Pressure sensitive label solutions are a great option for cans because you can add specialty effects, such as varnishes, textures, foil accents and specialty inks. Cans also offer a greater surface area for branding.
- The trend for **“no label look”** continues to increase in popularity to give a premium look. The label looks like it has been printed directly on the bottle. - Mactac offers semi-gloss, white and clear films for bottles as well as chrome films for cans.
- Shorter press run lengths are a main trend in the beverage market, driven by **product diversification** and **personalization of the marketing message**. Craft breweries often brew in small batches requiring short run label jobs for multiple designs such as seasonal beer options.

## Recommended Adhesives:

Mactac's **640-AT** acrylic adhesive is perfect for cold and damp environments and in elevated temperature applications as well as the new **CHILL AT™** adhesive. CHILL AT features a hot melt rubber adhesive designed to form a strong initial bond when applied to ensure secure, lasting adhesion – even for challenging cold temperature applications. It also contains water resistance properties, maintaining adhesive integrity and aesthetic appeal if exposed to water or moisture.

Product	Facestock	Finish	Adhesive	Liner	Width	Precise
<b>SGL7802</b>	Platinum™ Xtra Semi-Gloss	Semi-Gloss	CHILL AT	2.4 SCK	78"	P5, P10
<b>SGL2602</b>	Platinum Xtra Semi-Gloss	Semi-Gloss	640-AT	2.4 SCK	78"	P5, P10 & P10 Spliceless
<b>PJ2602</b>	2.6-mil White BOPP	Pearlescent	640-AT	2.4 SCK	78"	P5, P10
<b>PJ7802</b>	2.6-mil White BOPP	Pearlescent	CHILL AT	2.4 SCK	78"	P5, P10
<b>PTW2602</b>	2.3-mil White BOPP	Gloss	640-AT	2.4 SCK	78"	P10
<b>PF2602-78</b>	2.0-mil Clear BOPP	Gloss	640-AT	2.4 SCK	78"	P10
<b>PF7802</b>	2.0-mil Clear BOPP	Gloss	CHILL AT	2.4 SCK	78"	P5
<b>PTS7801</b>	2.0-mil Chrome BOPP	Gloss	CHILL AT	2.4 SCK	60"	Coming Soon
<b>TL2601</b>	3.0-mil BOPP	Matte	640-AT	2.4 SCK	60"	P5
<b>UVP2602</b>	2.6-mil White UV Inkjet BOPP	Satin	640-AT	2.4 SCK	78"	
<b>SMP7802</b>	Bright Silver Metalized Paper	Mirror	CHILL AT	2.4 SCK	60"	P5
<b>PTC8891-2</b>	2.0-mil Clear BOPP	Gloss	MP880	1.2 PET	60"	P5, P10
<b>PTW8891-2</b>	2.3-mil White BOPP	Gloss	MP880	1.2 PET	60"	P5

**Let Mactac help you source the right material for your craft beer needs. Contact your sales representative for more information. Mactac recommends testing to ensure product meets end-users demands.**

