

# MULTI-COLOR NANTES, FRANCE: PREMIUM WATER BRAND REQUIRES PREMIUM LABELS



## MARKET BACKGROUND

San Pellegrino is a premium mineral water produced in Italy. Founded in 1899, the brand is over 100 years old and is described as 'the champagne of mineral waters'. It is distributed in over 135 countries and undergoes 400 quality controls every day.

## THE CHALLENGE

Due to the premiumization of this mineral water, San Pellegrino requires perfect label quality and specification. At speeds of 55,000 bottles/hour, and 4 inbuilt camera detection systems, this is no easy task.

## MCC SOLUTION

San Pellegrino spent one year visiting the MCC plant in France to ensure the quality of their labels would remain intact. After meeting the operators and overseeing trials, they were confident MCC would ensure product specification validation and approval.

## THE RESULTS

Multi-Color produced 3 to 4 premium label sets per bottle, consisting of die cut labels for the neck, as well as straight cut labels for the body and back. Applicable to both glass and PET bottles, these labels came in a variety of sizes and adhered to San Pellegrino's high print quality standards.

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