

MULTI-COLOR GERMANY: CONVERSION FROM PAPER TO AN OPP WRAP LABEL PROVIDES A CLEAN NEW LOOK



MARKET BACKGROUND

Launched in 1952, Rivella is one of the most popular soft drinks in Switzerland. The brand has been completely redesigned, incorporating a new logo and younger, more dynamic look.

THE CHALLENGE

For the relaunch of the famous Swiss beverage drink rivella, the customer required a fresh look, which meant moving away from their traditional paper labels. The new design incorporates pronounced linear markings which necessitated the use of a transparent material. The label also had to apply correctly to the contoured edges of the newly designed PET bottle.

MCC SOLUTION

The team at Multi-Color developed a transparent, OPP wrap around label with contoured edge to accentuate the new bottle design. Standard, reel-fed OPP labels have a rectangular format, therefore various technical capabilities had to be explored to adapt the nishing process for the contoured OPP label.

THE RESULTS

"We had a vision: following intensive discussions within the company and with our suppliers, we have realised it. The beverage segment has never seen anything like it—it's a real innovation." Heinz Hohl, Head Supply Chain at Rivella AG.

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