

TRANSFORMING YOUR LABEL FROM UNDERWHELMING TO AWARD WINNING





HOW A SPECIALTY PRODUCT COMPANY TOOK THEIR LABELS FROM INCONSISTENT TO INCREDIBLE

Lemongrass Farms, located in Cartersville, Ga., proved that you don't have to start from scratch to take your labels to the next level. They asked Resource Label Group for assistance with issues plaguing their decorated shrink sleeves for Trek Kids, the brand's all-natural, child-friendly bug spray.

The client: Lemongrass Farms, part of Encore Brands, based in Cartersville, Ga.

The problem: Shrink sleeves with inconsistent lengths, poor-quality color matching and embellishments that failed to impress.

The solution: Resource Label Group worked with Lemongrass Farms to standardize their sleeves' cut lengths and identify a printing method that would allow precise color matching and deliver the premium tactile feel they wanted.

The quality of the precut, digitally printed sleeves from the company's previous label manufacturer was wildly inconsistent. Among the problems: sleeves that didn't cover the entire bottle, colors that didn't match the brand palette and a tactile varnish that didn't feel quite right.

Enter Resource Label Group's Jeff Stone, an expert at creating a premium look with packaging for specialty products. He went to Lemongrass Farms' Georgia headquarters to discuss their challenges face-to-face.

"When I went down there and met with them in person, they had multiple different samples spread all over their conference room table of varying color shades with weird gradients and bad varnish and good varnish," he recalls. "They had clearly been going through multiple iterations of quality control challenges."

CUTTING THE PROBLEM DOWN TO SIZE

After meeting with the Vice President of Lemongrass Farms' corporate parent, Encore Brands, Jeff Moreau Jr., it became clear to Stone that they needed greater consistency in the height of the finished shrink sleeve cut lengths.

Lemongrass had already purchased equipment that would allow them to use rolls instead of pre-cut sleeves, but it wouldn't be ready in time for their next batch. They asked Resource Label Group to bridge the gap, and the team was able to identify the culprit and perform a 3D analysis to dial in the measurements to guarantee uniform cut lengths that covered every bottle.



TRUE COLORS

Stone arranged for a pre-flight meeting between Moreau and the pre-press team at Resource Label Group. At the meeting, they decided that flexographic printing would provide greater color-matching accuracy, so they converted the art to Pantone and used a four-color process.

With about three weeks to go before the revised labels had to be at the co-packing facility, Moreau visited Resource Label Group for a press check and came away a very happy customer.

"He was blown away by how much better his artwork looked," Stone reported, adding that Moreau was very impressed at how clean the graphics looked on the flexo-printed product versus the digital product.

GETTING HANDS-ON

The switch to flexographic printing was an immediate upgrade in color output and created more opportunities to dazzle.

Standing out on the shelf was a top priority, but Lemongrass Farms also wanted to create a hands-on packaging experience for customers. With the flexographic process, Stone and his team outlined the possibilities of enhancing both the visual and tactile elements of the shrink sleeve label with a combination of grit and domed varnish.

“The first pulls off the press were so textured that it almost felt like sandpaper, but the customer was blown away,” Stone recalls. “His exact words were, ‘I had no idea it would feel this cool.’”

‘IT LOOKED LIKE A CUSTOM-PRINTED CAN’

When Moreau showed the altered sleeves to his colleagues, they were completely shocked at how much better the new versions looked – even though they used the existing graphics.

Even Stone himself was surprised by how well the finished sleeves turned out: “It looked like it was a custom-printed can, and yet it feels like the most textured sleeve I think Resource Label Group has ever produced.”

The best review of all: Moreau told Stone he believes the vastly improved sleeves will help Lemongrass Farms’ shelf presence and even win additional shelf space, which had been hindered by their old, inconsistent packaging.



DON'T BE AFRAID TO UPDATE A LABEL

The Trek Kids shrink sleeves went on to win in their category as the 2023 Alexander Watson Associates (AWA) International Sleeve Label Awards' best shrink sleeve in the Household and Personal Care segment. Resource Label Group can also help you take your existing label from underwhelming to award winning by fixing what's wrong and elevating what works. That starts with a conversation about what you like and don't like about your current labels and identifying how we can make them look the way you envisioned. To get started, contact us online or call us at 1.888.526.8177.

