

SCALING SUCCESS

HOW SHRINK SLEEVES HELPED THIS COPACKER GROW



brella•pak

BRELLAPAK: SHAKING UP THE INDUSTRY

Founded in 2022 by Jimmy Semrick, BrellaPak started off as a beverage brand but became a copacking manufacturer, bottler and packager of drinks for other businesses.

Today the copacker focuses primarily on the production and fulfillment process of shots, water enhancers and functional beverages for startups and established brands alike. Before discovering a knack for helping other small brands flourish, they faced a challenge with packaging their own product.

BREAKING DOWN THE PACKAGING PROBLEM

BrellaPak's complex packaging process relied on three separate labels: a front, back and tamper-evident seal. This setup fragmented packaging spend, slowed line speeds and increased the risk of failure before products hit the shelves.

When asked why a change was needed, Jimmy explained, "Expansion. I had other emerging beverage brands approaching me, asking if I could support their manufacturing needs." Jimmy knew they needed a change. He explains, "BrellaPak was expanding. We were transitioning into becoming a copacker and needed to be able to support the manufacturing needs of the emerging beverage brands that had already contacted me." The search for a scalable, efficient solution began.



A BOLD MOVE: THE SHRINK SLEEVE SOLUTION

BrellaPak turned to Resource Label Group (RLG) to solve their packaging dilemma. After a thorough analysis, Sales Director Ryan Dunlevy guided the team toward a single, sleek shrink sleeve design that combined all three labels, added tamper evidence with a T-perforation and maximized branding space.

ENGINEERING THE PERFECT FIT

RLG's team worked with BrellaPak to optimize this shrink sleeve solution, paying meticulous attention to every millimeter. Using cutting-edge technology, they created 2D/3D models and provided a precise template for transitioning BrellaPak's label artwork. The team ensured a seamless fit, quick onboarding and the availability of materials to minimize delays.

Rigorous testing through grid film trials confirmed accuracy, showcasing RLG's meticulous approach to quality assurance and guaranteeing exceptional results on the first print run.

TRANSFORMATIVE RESULTS

With the new shrink sleeve packaging, BrellaPak reduced touchpoints, boosted operational efficiency and captivated customers with standout shelf appeal. Production increased, and the business grew, allowing Jimmy to support other emerging beverage brands — a rewarding extension of his journey.

Jimmy's advice for those on a similar path: "Go where you are treated and supported the most. Find a partner who prioritizes the relationship and provides the advice and direction needed to help you move forward. Quality, support and communication are key."

BEYOND THE SOLUTION: BUILDING ON SUCCESS

BrellaPak isn't just another copacking facility — it's a home for innovation, efficiency and quality in the beverage industry. By understanding the journey from both sides — as a brand and as a service provider — Jimmy and his team have built BrellaPak with a unique commitment to serving clients with empathy and expertise.

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The BrellaPak Difference is that we know what it's like to be the brand. We craft our operation and services like we're the customer, because we are. With Resource Label Group as our national partner, we pursue the best outcomes for our clients, enabling them to grow their businesses. Start to finish, we're in this together.

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— Jimmy Semrick

