

Industry

Beverage

Label11-color combination printed
“through-the-container” label
featuring Opaltone® Process

YORK Meets The Challenge

*Combination Printing with Opaltone Graphics
Increases Bottle's Shelf Appeal*

The Challenge

Aspen Pure bottles premium drinking water for retail sales. The Aspen, Colorado, company wanted to improve the shelf appeal of their bottled water by enhancing the graphic quality of their locally printed labels. Additionally, they needed a label supplier who could meet their volume and delivery needs as they grow from regional to national distribution. Therefore, they teamed with YORK to meet their needs.

The YORK Solution

YORK reproduced Aspen Pure's hand-painted artwork of the Maroon Bells, the most photographed mountain peaks in Colorado, utilizing Opaltone Process printing in conjunction with combination printing. Opaltone allows the colors to be much more vibrant than traditional 4-color process while combination printing enhances the graphic opacity and depth of the 11-color “through-the-container” label. The graphics are so high end that Aspen tourists keep the bottles as souvenirs depicting the local scenery.

Benefits to Aspen Pure

- Improve shelf appeal
- Enhance perceived product value
- Grow from regional to national distribution



Opaltone is 7-color process printing that allows exacting color matches of thousands of colors for the most vivid graphics possible. YORK is the only label company in North America licensed to use the Opaltone Process.

YORK - Your Partner For Total Label Solutions

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