

# Sway Consumer Purchasing with Dynamic Spirits Packaging



Embossing delivers complex depth and texture, and can be combined with spot varnish to create elegant effects.



Draw attention and communicate opulence with gold foil stamping.



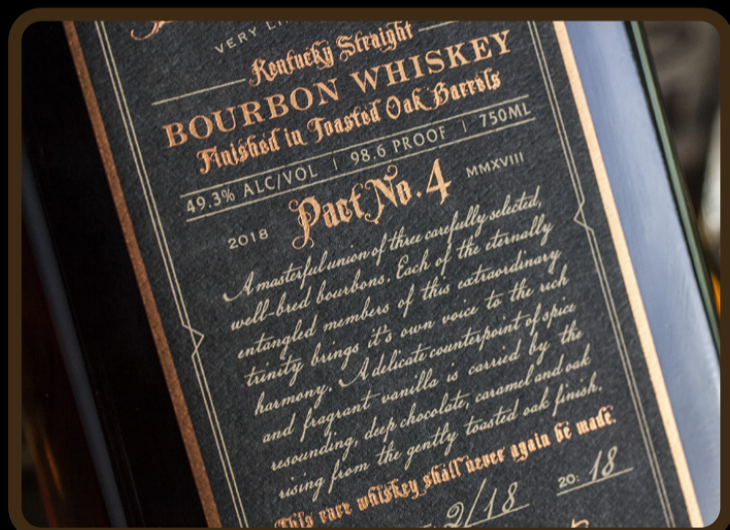
93% of consumers make purchases based on visuals<sup>1</sup>

Thoughtful and inventive label embellishments are crucial to enhance customer engagement with your spirit products.



Custom die cuts showcase unique shapes and provide elegance.

## Labels Bring Your Spirits to Life



Find the right balance between aesthetic and telling your brand story. Be clear and concise without sacrificing personality, energy or clarity.



Building a powerful product family happens when packaging and labeling visuals and materials are aligned. Imagery, colors, typography and voice must all work in unison to create impact on the shelf.

## Unlimited Possibilities

Variable data and image printing enables multiple versions of your label, personalized to different demographics, regions and more.



<sup>1</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9123395/>