

MULTI-COLOR NAPA/SONOMA: CONSTELLATION LAUNCHES NEW ON-PREMISE BRAND

THE SITUATION

When the marketing team at Constellation wanted to test market their new brand Hidden Crush, they turned to Multi-Color Napa/Sonoma to help make the concept a reality. Knowing we were fully committed to their projects, whether printing five or five million labels, Constellation chose a partner who could advise on the best path forward for their label needs.

With initial forecasted volumes calling for a smaller scale-up, Collotype's digital team worked with Constellation on the initial launch. Given the fact that Hidden Crush is a collection of special wines from various winemakers, it was imperative that the inaugural release include a package befitting these special wines. Japanese artist Takahisa Hashimoto was selected to bring the design to life, hand drawing every detail, from leaf to vine to tendrils. With dense colors on metallized stock and sculpted emboss, the digital team was able to maximize the visual impact while keeping costs down.

THE CHALLENGE

After much success, Constellation again worked with Collotype as they looked to give the package a more upscale look. With the growth of the brand and larger volumes in the forecast, Collotype was able to offer a solution on a more suitable, larger offset press. The design intent called for an uncoated stock, hot-foil and sculpted emboss. Through conversations, the team at Collotype also uncovered Constellation's desire to enhance the wet-strength of their label stock. Collotype's proprietary Killer White was the perfect choice for the project.

THE RESULTS

The result is a stunning package enhanced by an eye-catching label that exudes a premium feel while offering the consumer a host of images to discover with every pour. The label recently won a "Best of Class" award in the prestigious Tag & Label Manufacturing Institute's (TLMI) printing competition



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