

Going for Gold

A Case Study for Halewood Artisanal Spirits

Weedon

Packaging Solutions Centre

Customer Profile

Halewood Artisanal Spirits is a UK-based producer of artisanal spirits and one of the country's leading independent distillers. A family-owned business, Halewood's brands are sold in stores in the UK and exported to 75 countries, including South Africa, Russia, Canada, Australia, China and Germany.

The Problem

Halewood were looking for a high quality Point of Sale display unit to launch their latest product, J.J. Whitley Artisanal Russian Vodka. They wanted the unit to be gold to mirror the gold branding of their vodka, its gold bottle and the fact that the spirit is gold-filtered.

The Solution

After extensive research into different types of gold boards and various methods of printing gold, we settled on a glossy gold reflective mirri board. We then worked with our ink suppliers to formulate a special gold litho print ink.

Finally we used laser cutting forms for precision, and a special type of tooling with rounded bends, so that the printed board could be die-cut without cracking on the folds and showing through white.

The key to the success of the project was the collaboration between the board manufacturer, our ink supplier, the toolmaker and our own manufacturing team, working together to meet the customer's brief.

The result was a stunning display, with the gold print coupled with an excellent reproduction of the vodka bottle printed on the side of the display, giving the brand powerful in-store impact.

Additional Benefits

We also arranged the co-packing of the display units in a bonded warehouse to complete the job for Halewood. In this way we were able to control the schedule from design through to delivery, taking all the hassle out of the process for our customer and ensuring that timetables were maintained.

