



Brazil Maximizes their Label
Brazil embraced the idea for a reverse printed Ref PET Heat Transfer label. This innovation allowed Brazil to move forward in their efforts to use a returnable/refillable container without the additional costs and steps required for communicating the direction to consumers.



Reversing the Trend with Ref PET

Brazil able to communicate returnable instructions with existing label

Latin America has always been a natural market for returnable PET containers because of the savings consumers receive from paying less for drinking their favorite beverage. Coca Cola fans are no exception. Coca Cola's glass and PET returnable-reusable containers are readily accepted in Latin America, and now with the environmental policies that Coca Cola is pursuing globally, the company is looking to grow its usage.

Multi-Color provides Heat Transfer Labels (HTL) to countries throughout Latin America where the Coca Cola Returnable PET containers are used, and were selected to supply labels to Brazil as they expanded this program into this new region. The new Brazilian Ref PET decoration initiative required additional information in order to increase awareness among customers regarding the returnability of the container.

Technical challenges prevented a neck label option, so Coca Cola Brazil embraced the idea for a reverse printed label presented by Multi-Color's innovation team. This reverse printed label is the first of its kind for the HTL Ref PET technology. The label has a message inside that shows up as the bottle empties reminding the customer to return it. It is also easier for personnel to identify the bottle type received at the bottling plant, avoiding confusion and costs associated with mixing non-returnable containers.

MCC's reverse printed HTL technology has other potential marketing uses. Promotions that are initially hidden by the product and then "discovered" as the product is consumed is a way of engaging the customer and increasing sales, while adding no cost to the label application.

 SHRINK SLEEVE

 HEAT TRANSFER

 IN-MOLD

 PRESSURE SENSITIVE

 CUT & STACK