



INNOVATE, ENGAGE,  
LEAD with HP.



# Labels and packaging in the digital age

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Whether you're a marketing or creative professional, digital printing technology provides an unprecedented opportunity to build your brand in ways simply not possible with other technologies. Want to create packaging, integrated marketing campaigns that are more creative? More personal? More impactful? HP digital printing makes it possible.

For designers—discover how to enhance your designs with the unique capabilities of digital printing, including brilliant color ink options (including white ink!), unconventional substrates, and variable data printing.

For brand owners—learn how HP digital printing can help you reach your audience in more personal and engaging ways that create stronger brand loyalty and awareness.

Here are examples of how brands and creatives are using our technology to stand out from their peers.

# Bud Light Mad Decent Cans

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## The challenge

- Reach millennials with a unique, unexpected experience when they order a Bud Light at music festivals throughout the U.S. and Canada.
- Generate buzz for the Bud Light brand throughout the summer of 2015.

## The strategy

- Produce thousands of unique designs by leveraging HP Indigo digital printing technology and HP SmartStream Mosaic.
- Showcase innovative designs by partnering with LA-based record label Mad Decent and various artists.

## The results

- Produced 200,000 shrink-wrap can sleeves—each with a unique design—from just 31 individual designs.
- Received significant press coverage with feature articles, magazine covers, and videos from major marketing, packaging, and print industry publications.



# Oreos Colorfilled

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## The challenge

- Engage with fans of the popular Oreo cookie brand with a unique promotion during the hectic holiday time period.

## The strategy

- Provide customers the opportunity to choose an exclusive Oreo package design from graphic artists Jeremyville and Timothy Goodman, color it online, add custom messaging, and have it delivered to them in time for the holidays.
- Produce the customized, colorful packaging on-demand on HP Indigo digital presses and ship them to individual addresses within hours of submission.

## The results

- Oreo fans raved about the “Colorfilled” custom packaging, resulting in over 50 million Facebook impressions, 11 million Instagram photos, and 25 million tweets.

# Planters Dry Roasted Peanuts



## The challenge

- Enable Planters to celebrate its 100-year-old brand icon, Mr. Peanut, with a new and powerful packaging campaign.

## The strategy

- Leverage HP SmartStream Mosaic technology with HP Indigo digital printing to create mass customization and refresh the brand's classic jar design.

## The results

- Transformed the vintage Dry Roasted Mr. Peanut jar design into three million one-of-a-kind packages to breathe new life into an industry and marketing icon.

# Diet Coke® Extraordinary

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## The challenge

- Design-driven variable printing: make every Coca-Cola bottle a spectacular unique pattern.
- Create a significant consumer experience: an extraordinary product is in your hand, unique in the world.

## The strategy

- Develop a proprietary IP solution that automatically generates an unlimited number of versions from a fixed number of base patterns.
- Each label or sleeve has a unique number that identifies that pattern.

## The results

- From 23 original designs, millions of variations were created. The high degree of automation and tight integration with the converting process allowed for fast turnaround.
- Besides the labels and sleeves for bottles of different sizes, the designs were also featured on T-shirts, iPhone covers, bags, and collectibles.



# Nestlé Kit Kat

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## The challenge

- Support a consumer promotion for the Nestlé Kit Kat brand by creating unique packaging with room for customers to personalize with messages and photos.
- Provide promotion packs to participating retailers that feature a unique code inside the wrapper, which customers enter online to win a personalized bar.

## The strategy

- Allow winning customers to upload their own photos and messages to appear on their package of Kit Kat bars.

## The results

- Delivered 55,000 unique Kit Kat packages to consumers direct to their door in a customized, frameable box.



# Heineken

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## The challenge

- Collaborate with noted graphic designer Emily Forgot, packaging designer Silas Amos, and Heineken to help communicate the reinvention of packaging in a fun new way.

## The strategy

- Utilize HP SmartStream Mosaic technology on an HP Indigo digital press to create thousands of unique bottle designs from a single piece of artwork.

## The results

- Created 2,000 one-of-a-kind Heineken beer bottle designs served at HP's Happy Hour during Interpack 2017.
- Also produced T-shirts, corrugated tables, signage, and snacks using the HP Indigo digital press.



# Jim Beam Limited Edition Bourbon Label

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## The challenge

- Meet Jim Beam's request for a pressure-sensitive wood veneer label for its limited-edition bourbon to help tell the story of the barrel-aging process.

## The strategy

- Develop the best combination of adhesives, liner, and coatings that would meet these requirements while maintaining the look and feel of the wood label.

## The results

- Achieved desired wood grain look with the ink showing through the grain.
- Provided a new, unique substrate that can be utilized in future projects: wood veneer labels can be printed, embossed, foiled, die-cut and converted like paper.
- Labels can also be used for folding cartons, setup boxes, binders, book covers, pocket folders, and more.

# Cloetta Jelly Bean Factory

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## The challenge

- Help Cloetta, a well-known European confectionary brand, celebrate the launch of its new, unique website with a packaging solution that is equally unique.

## The strategy

- Introduce an appealing e-commerce solution by creating 19 different, customizable packaging designs for customers to choose.
- Quickly deliver personalized packages by using the on-demand printing capability of HP Indigo 30000 Digital Presses.

## The results

- Enabled consumers to create a customized package of jelly beans for any special occasion featuring their own personalized message printed on the box.

# Smirnoff Vodka—Love Wins

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## The challenge

- Celebrate the LGBTQ community by supporting the LGBTQ “R U Coming Out” charity, which inspired people to be themselves.

## The strategy

- Leverage the variable data printing capability of HP Indigo digital presses to create a series of brilliantly colored, limited-edition labels for the popular Smirnoff Vodka brand with proceeds from bottle sales donated to charity.
- Collaborate with Dawn O’Porter’s fashion brand BOB to create the “Love Wins” design that depicts relationships between a variety of people while promoting inclusivity and equality.

## The results

- Bottles were a huge hit with extensive media coverage in printing industry and LGBTQ publications.

# Amarula—Name Them, Save Them

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## The challenge

- The future of the African elephant is at a tipping point. Each day, around 96 African elephants are killed by poachers for their ivory. The species simply cannot sustain a slaughter on that scale and survive.
- The Amarula brand wanted to personalize the plight of the African elephants in a way that would resonate and rally consumers to the cause.

## The strategy

- Release special edition bottles of Amarula Cream Liqueur (400,000) with individualized elephant icons to raise global awareness for the same remaining number of the endangered African species.

## The results

- The production of the one-of-a-kind designed elephant icons and names on labels was made possible by HP SmartStream Mosaic, using two seed patterns in a variable design software algorithm, and the HP Indigo WS6800 Digital Press.

# Café Pelé



## The challenge

- Reinforce that Brazil's Café Pelé brand of coffee sold in supermarkets is as fresh as those sold in coffee shops.
- Quickly produce high-quality flexible packaging that reflects the freshness of the coffee product.

## The strategy

- Produce high-end flexible packaging on the HP Indigo 20000 Digital Press in just 3 weeks.
- Work with printer and local media to develop a campaign, printing the front page of the newspaper on a flexible packaging substrate.

## The results

- Increased coffee sales by 400% with over one million customers interacting with campaign.
- Attracted \$115,000 in free media and generated 100,000 Facebook interactions.

# Death Wish Coffee



## The challenge

- Create customizable, flexible packaging that stands out and gets noticed on the shelf for a New York coffee brand.

## The strategy

- Leverage HP's digital printing capabilities to customize and print on-demand based on the needs of local stores.

## The results

- Produced exceptional true black with high contrast text and graphics.
- Cost-effectively delivered small runs (10K to 20K) of high-quality packaging to meet fluctuations in demand.
- Results surpassed expectations with recent orders exceeding 200K packages.

# Strauss Elite Origamoo!



## The challenge

- Facing increased competition from imported brands, Strauss Elite wanted to breathe new life into and attract attention with innovative packaging for its original brand, existing since 1934.

## The strategy

- The one-of-a-kind duplex wrappers for the marketing campaign were generated by HP SmartStream Mosaic variable design technology from 17 original seed patterns, and printed by Ilan Print. An origami artist was commissioned to design the wraps. Origamoo participants are encouraged to tag images of their creations on Facebook and Instagram and win prizes.

## The results

- The project was just launched with a wide media campaign including a TV ad, billboards, and social media.
- Stay tuned for future updates.

# McCabe's Granola

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## The challenge

- Redesign packaging for an existing, established brand with the ability to affordably change and alter the design as needed.

## The strategy

- Print packaging on an HP Indigo 20000 Digital Press to meet high printing standards while enabling easy design adjustments without incurring large expenses each time a change was made.

## The results

- Modifications to the packaging graphics throughout the process were easy and cost less than traditional printing methods.



# Fleurir Chocolates

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## The challenge

- Highlight the ingredients used in different areas of the United States by producing region inspired chocolate bar boxes during the holiday season.
- Produce materials in a fast, cost-effective way.

## The strategy

- Incorporate various symbols and design elements to resemble a postcard from the different regions of the U.S.
- Print all eight SKUs in one run on the HP Indigo 30000 Digital Press with the same gold foil stamping applied to all designs to save time and money.

## The results

- Produced 15,750 cartons with eight different versions with different quantities per design.
- Modify print quantities based on sales history.
- Increased sales and consumer satisfaction; package design extended into the new year.



# Franqueza Coffee Pouch

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## The challenge

- Create a more personal connection between customers and coffee farmers in a unique way that strengthens the brand and generates awareness.
- Support an entrepreneur project that assists the coffee farmers in Mexico who provide the beans to Franqueza.

## The strategy

- Customize packaging to feature individual photos of coffee farmers in Mexico including maps showing where the coffee is grown and the story of the region.
- Utilize the short-run printing capability of HP Indigo digital presses to deliver the packaging economically.

## The strategy

- Produced 5,000 bags for each of the three designs in the first run for test marketing.
- Brand intends on producing more packaging that feature stories and unique designs following successful launch of the product.

# La Catrina Wine Bottles

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## The challenge

- Create a wine bottle design that stands out on the shelf.
- Set itself apart from the thousands of other wines—particularly in an industry dominated by seven brands that claim 80% of the retail shelf space.

## The strategy

- Implement a creative packaging strategy by printing on the entire 360° exterior of the bottle.
- Create a one-of-a-kind package by enlisting a well-known local artist to develop custom designs.

## The results

- Available at retailers in New Mexico and other areas in the Southwest, La Catrina Vino sold 80,000 bottles in the first two months on the market.
- Fielded inquiries from wine stockists around the U.S. ahead of a national rollout.
- A second brand, "Savage Vines," is being readied, featuring 10 shrink-sleeve designs for a single Chardonnay.





To learn more about HP's digital printing presses:  
**[hp.com/go/graphic-arts](http://hp.com/go/graphic-arts)**

This is an HP Indigo digital print.