



The Biofore Company UPM

# FEELING BUBBLY

Why craft beer manufacturers are totally “can do” about mobile canning



How industry partners are serving breweries with innovative packaging and labeling solutions





# POUR A TALL ONE

The craft beer industry is experiencing significant growth

In 2015, the overall beer market grew at just 0.2%, while the craft beer market soared with 12.8% growth.



One out of every five beers sold is a craft brew.

Source: [Brewers Association](#)

## 2015

# \$22.3

billion in  
sales



24,076,864  
barrels

# WHAT'S ON TAP? PRODUCT GROWTH

Craft breweries are tapping into consumers' growing thirst for something different

With constantly changing flavors and value-conscious pricing, craft beer offers something for everyone. However, it can be challenging for small breweries to anticipate shifting market demands and manage growing product portfolios.



small batches



seasonal offerings



flavor mash-ups



multiple SKUs

# SMALL BREWERIES FACE A PACKAGING DILEMMA: BOTTLE OR CAN?

Bottling and canning have different benefits. However, many breweries are turning to cans for packaging because companies can:

## Drive business



### Niche opportunities

Make seasonal, specialty or other short-run products without wasting printed cans or bottles



### Branding

Provide a great palette for branding with clear, metallic and other films



### Market responsiveness

Rush new products to market to grow share and increase profitability



### Printing

Use digital printing to generate high quality, affordable labels on demand

# BOTTLE OR CAN?

Bottling and canning have different benefits. However, many breweries are turning to cans for packaging because companies can:

## Streamline operations



### Operational flexibility

Buy generic cans and use them for multiple product runs or varieties



### Cost

Package, store and ship them more cost-efficiently and easily



### Breakage

Eliminate breakage and risk of product loss.



### Sustainability

Recycle cans more than bottles, as 2 out of every 3 get recycled



### Mobile canning

Label cans on-site for fast, flexible and inexpensive packaging

# BOTTLE OR CAN?

Bottling and canning have different benefits. However, many breweries are turning to cans for packaging because companies can:

## Enhance consumer appeal



### **The art of the buy**

Develop colorful, artistic labels that motivate impulse and repeat purchases



### **Product quality**

Keep beverages colder, more carbonated and fresher, protecting beer from UV radiation



### **Are newly trendy**

Capitalize on growing customer acceptance of canned premium beverages



### **Portability**

Make products easy to hold and carry, ensuring they can be consumed in many settings

# WHEN BREWERIES CAN'T WAIT TO POP THE TOP

Mobile canning brings packaging and labeling right to breweries for fast results

While breweries sometimes have to wait weeks for preprinted cans, they can immediately get to work when mobile canners provide door-to-door service.



“More than 2,100 craft beers are currently being canned in the U.S.”

– [CraftCans](#)

No need to buy preprinted cans

No need to buy packaging equipment

Solutions that work for all business sizes

Gain speed to market

Package what sells, increasing profitability



# MOBILE CANNING IS PERFECT FOR NEW PRODUCT RELEASES

Mother's Brewing Company is using mobile canning and pressure-sensitive film labels for its Backyard Beers series.

All available in 16 ounce cans! Launching throughout 2016 and beyond.



Cucumber Saison

Buy now!



Grapefruit Ale

June 2016



Tart Peach Bier

August 2016



Tea Pale Ale

October 2016



Chocolate Chili Mole

December 2016



Blood Orange Saison

February 2017



# See how our **value chain** supports craft breweries like Mother's Brewing Company:

Your go-to partners for craft beer packaging and labeling



**UPM RAFLATAC**  
Self-adhesive label materials

**UPM Raflatac**  
The label stock supplier

The Craft Beer Brewery



**Label Solutions, Inc.**  
The printer



**Mother Road Mobile Canning**  
The mobile canner



**Pack Leader USA**  
The applicator



# UPM Raflatac's labels are custom-designed for craft beer labeling



“ We're pleased to serve the craft beer market with innovative labels, like PP Chrome, the highly reflective metallic film label Mother's Brewing is using to create a distinctive brand image and increase shelf appeal.”

– Trevor Richardson, Market Development Manager, Americas

## UPM RAFLATAC

Shine on with [SY330A – 1.6 mil PP Chrome TC RP74 0.92PET](#)

### The label stock supplier

- Pressure sensitive film label stocks
- Diverse portfolio for craft beer and specialty beverages
- Chrome film label used for Backyard Beers
- Enables exceptional branding
- Durable adhesive withstands heavy moisture



## Label Solutions, Inc. develops innovative packaging and labeling solutions

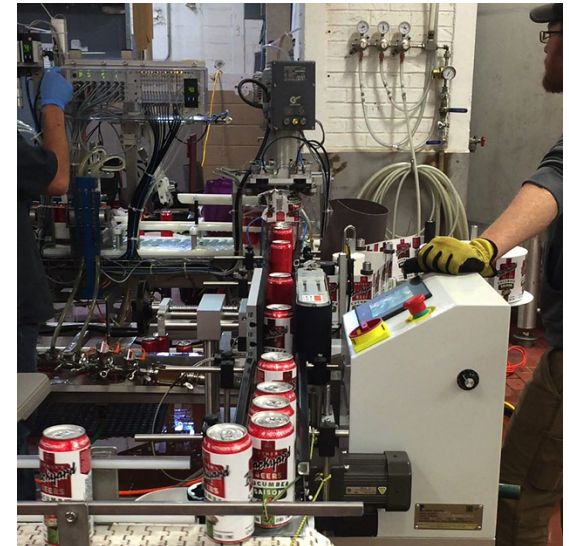


“ We helped put together a high performance labeling and packaging solution that performs superbly in the challenging environmental conditions craft beer faces. Our label solutions withstand heavy moisture, building brand without any performance issues.”

– David Pryor, Business Development Manager

### The printer

- Branding expertise for beer and spirits markets
- Develops and tests label solutions to address customer business needs
- High-quality digital printing for demanding applications
- Assembles value chain partners for mobile canning of beer and other premium beverages



# Pack Leader USA enables packagers to serve a broad range of breweries with on-site labeling



“ We have been using the PL-501 for more than two years to label cans for our beer, wine, coffee and mead customers. The PL-501 is durable enough for travel and easy and quick enough to set up for a multitude of can and label sizes. The Pack Leader labeler has been an essential tool in our mobile canning operation, and we would recommend it to anyone.”

– David Smidt, Co-owner, Mother Road Mobile Canning

## The label applicator

- Ideally suited for craft beverage labeling, offering a small footprint, versatile application usage, robust design and competitive pricing
- An inline wrap-around labeling machine for applying pressure sensitive labels to cans and bottles
- A floor-ready machine that delivers faster lead times and can be equipped with many different options
- Part of a full equipment line that provides front and back, wrap-around and neck labeling



# Mother Road Mobile Canning provides cost-effective on-site packaging for breweries



“ We make it easy for our customers to take new products to market and grow their businesses without upfront equipment investments or operational hassles. Breweries can use their capital to expand production, not maintain costly machinery.”

– John Lundman and David Smidt, Co-owners

## The mobile canner

- Onsite canning throughout the Midwest and Southwest
- Accommodates diverse labeling requirements, while ensuring on-can performance
- Supports small batch or multi-product brewing strategies
- Handles all equipment needs, such as on-site operation, maintenance and repair





The Biofore Company **UPM**

# ACCESS OUR VALUE CHAIN FOR YOUR NEXT BREWING PROJECT

Ready to earn a **new label** as a craft beer leader?

Contact UPM Raflatac if you need help exploring craft beer labeling options. Our partners can also help explain the value and economics of adopting a mobile canning strategy.



**UPM RAFLATAC**

#### **UPM Raflatac**

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