



## A GROWTH STORY WITH FIZZ:

### Green Man Brewery's packaging transformation

Asheville, North Carolina, has become a mecca for craft beer, with 20 breweries now located in the city limits and many more in the mountain towns beyond. The mountaintop city even warrants its own "Ale Trail." Green Man Brewery was the second brewery established in Asheville, opening its doors in 1997.

Green Man Brewery, one of Asheville, NC's leading breweries, experimented with different packaging strategies, including wet cold glue application for small batches and off-site bottling, before gearing up for production in-house. Using packaging from Prime Package and Label, Inc. and pressure sensitive labels from UPM Raflatac has enabled Green Man Brewery to:

- Solve material challenges that were harming production efficiency
- "Single source" its label materials, ensuring consistency across runs
- Leverage UPM Raflatac's PP film for a high-quality branding palette
- Support its transition from off-site bottling to on-site packaging
- Plan for business growth up to 30,000 barrels each year
- Test market demand with mini-batches of new flavors



## The **CRAFT BEER BREWERY** – Green Man Brewery

- Initially packaged small volumes at first fill with a wet cold application, but had packaging challenges
- Moved to off-site bottling, but had challenges with another supplier's labels, which broke during the application process.
- Prime Package and Label, LLC, moved Green Man Brewery to a pressure sensitive label solution from UPM Raflatac

"We worked through a couple of vendors to find the right solution for us and finally found Prime Package and Label. After our experience, we understood why they were so successful and why so many breweries use them." – **Jon Spath**, Director of Operations, Green Man Brewery

## The **PACKAGING SOLUTION PROVIDER** – Prime Package and Label, LLC



- Full-service printing company located in St. Louis, Missouri, that are experts in flexographic and digital printing
- Has extensive knowledge of beverage applications and provides packaging solutions for hundreds of craft beer breweries
- Specializes in full-color prime product labels, extended content labels, shrink sleeves and heat transfer labeling
- Developed a packaging solution for Green Man Brewery that solved operational challenges
- The packaging solution also allowed Green Man Brewery to move its bottling in-house, enabling operational flexibility and business growth

"PS is the labeling solution of choice for the craft beer industry, and digital printing is the technology of choice for small breweries who produce low volumes. It allows breweries to have a wide range of options no matter what the packaging format is that they are seeking. When new or current customers have challenges, we can quickly determine whether it is a material or adhesive issue or an issue being caused from the application equipment. When working directly with breweries we can often troubleshoot an issue within minutes and provide a solution within days." – **Adam Heissler**, Account Executive, Prime Package and Label

## The **LABEL STOCK SUPPLIER** – UPM Raflatac

**UPM RAFLATAC**

- Green Man Brewery uses UPM Raflatac's 2.6 mil PP Pearlescent White TC RP37 2.4 mil High Density White label stock on its beer products
- The label solution is a brand and performance all-star

Self-adhesive label materials

"On a bottle, the label is the only branding I have. It can't wrinkle or detach from the bottle. The print quality on UPM Raflatac's label stock is better than on our prior material. Our logo is not the simplest to produce because it is so detailed. When we went to PPL, the visual and print quality of the label took a major step forward. The text and imagery are so much clearer." – **Jon Spath**, Director of Operations, Green Man Brewery

## The result? A **PARTNERSHIP** that enables business growth

We do upwards of 30,000 bottles now on a day's run. Consistency and quality are paramount – and UPM Raflatac's label materials deliver that," says Jon. "Our relationships with our vendors are key to our success. I am a big believer in building relationships with the goal of maintaining them for a long time. When I get a good product and good service, that gives me a sense of security that that end of the business is handled and I can focus on growth."

**"I am really excited and happy to be working with PPL and UPM Raflatac."**