

INDIVIDUALITY ON DEMAND IN THE BEVERAGE INDUSTRY

The craft trend has caught on in recent years: Craft simply means “made by hand”. Beverages such as beer and smoothies in particular are increasingly being made by hand in small quantities with love. Small manufactories and regional suppliers are conquering the hearts of consumers.

In order to be noticed at the point of sale compared to large beverage producers, the craft beverage scene relies on eye-catching designs for the labels of their cans and PET bottles. Only beverage brands that attract attention immediately catch the customer’s eye at the shelf and stand out from the competition. For this, the labels must be individually designed and printable in small volumes.

No problem with the high-quality **FACESTOCK films from Sihl’s laser range!** With these, craft beverage producers can now print individual labels quickly and on demand with the best image quality at low investment costs. This is possible with laser desktop printers from quantity 1 up to short runs, which can be printed from roll to roll.

Resistant to water, alcohol and disinfectant, the FACESTOCK products lend beverage cans and PET bottles the perfect look for the stylish craft scene, marketing campaigns, gifts or personal customer requests. This means limitless flexibility and independence for small manufactories.

Choosing the right colour and surface ensures labels have a unique style. Sihl offers the choice between transparent, white, silver and the different surfaces glossy, satin and matt.

You can find all further information quickly and easily online:
www.sihl.com/en/facestock-labels-for-laser

This is what
defines us

Sihl is a strong partner for future-orientated industries and creates innovative solutions with its premium coatings.

With more than 350 employees in the Sihl Group, we contribute to the success of our customers from a wide range of industries in almost every country in the world.

From automotive and tourism, from packaging and labels through to printing and logistics, our customers trust our premium coatings and technological expertise. As a specialist for future-proof products, Sihl lays the foundations for innovative trends and promotes sustainable results. In short, Sihl is simply the better solution!

www.sihl.com

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