



Black Dog is a brand of Scotch Whisky that is distilled, aged and blended in Scotland, and bottled and marketed in India by United Spirits Limited now Diageo. For a premium Scotch like this the creative design is too attractive however the challenge was to ensure the creative design is reproduced on substrate the way the agency had visualised.

Considering the relationship with USL - Diageo and the technical expertise of Trigon we were handed over this assignment. A perfect piece of design with Matt Varnish, Embossing on front of Pack & Debossing on both sides of pack. From multiple shades of gold reproducing the exact gold output which the agency had visualised was the challenge which Trigon was able to accomplish with its Infrastructure of Kodak Approval Nx with Kodak Proofing Software backed by our Prepress expertise and colour management know how.