

Horlicks

Being one of the most successful malted milk hot drink with market share of 46% is never a small thing to achieve and its quite important to ensure the brand identity is not getting affected in terms of packaging for their new Chocolate product.

As a part of product innovation, the team was quite keen to visualise how the product would look with the new shrink sleeves packaging of theirs and with their existing relationship with Trigon we were always on top of their mind. The artwork received by the agency was pre-distorted using Esko Pre-distortion tool before taking it to the Kodak approval and printed on a 30 micron shrink PVC film and shrink wrap of the bottle was done using hear shrink tunnel. The process gave them a clear picture of the product and allowed them to enhance the artwork to suit its brand image.