



RESERVA

Reserva of SDU Winery is one of the well renowned Wine brand in World. Wine industry in India is on a rise with foreign cooperation & competing with international brands doesn't remain just in terms of quality of Wine but its packaging Design plays a crucial Role. As a part of new product penetration & testing SDU wanted to test the market with 18000 products in a specific market and getting the labels printed in flexo was not viable.

Trigon was approached with this project and the challenge was to print on uncoated substrate. The design was created by their French Counterpart with Raised UV & Gold Foiling that made the wine look really competitive to any other international Brand in the shelf. Finding the right substrate on to which their French Designers had visualised the output & reproducing the same using a digital Printer without losing the brand integrity and maintaining the tight deadlines was a challenge which Trigon responsibly accepted and accomplished .