

MULTI-COLOR GERMANY: TASTE BECOMES ART IN MUMM'S ART EDITION

MARKET BACKGROUND

Mumm, a premium sparkling wine, has become the canvas of Spanish artist Alex Trochut. Trochut created a design which abstracts the lively bubbling of the elegant sparkling wine and the colors of the three varieties—Dry, Extra Dry, Rosé Dry.

THE CHALLENGE

Mumm Product Manager Anne Koppelman explains, "With the limited Mumm art edition, we are transporting the brand values to the point of sale. In order to do that the execution of the design is crucial, as the bottles should attract attention on the sales shelf."

MCC SOLUTION

With such a powerful design, it was essential that the label embody it perfectly. For this, Multi-Color rose to the challenge with their 360° Shrink Sleeves. The Shrink Sleeve allows the entire bottle to be covered to maximize the elite design and fits the most extraordinary shapes. A matte/gloss effect was applied, as per the customer's requirement and gives the product its unique and exclusive look.

THE RESULTS

Not only does the sleeve label have greater graphic advantages, it also offers tamper evidence, protection against light and reduced risk of breakage. "The sleeves, with multi shine effects but also the metallic look of the silver elements, stand for contemporary indulgence—just like Mumm" Anne Koppelman



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