



Molecule

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Cannabis | Craft Beverage



- Cannabis beverage company wanted to prevent labels from breaking when they processed their canned beverages, causing inefficiency and downtime
- Willowpack packaging experts worked with Molecule to switch to their requested durable label material
- With stronger labels, the company was able to increase efficiency while saving time and money
- Molecule continues to order labels from Willowpack, having seen their proven quality

Saving Time and Money with Durable Labels

[Molecule](#) is an industry leader in innovation producing a superior portfolio of quality crafted branded cannabis beverages in Canada. The company makes top-quality drinks to provide opportunity and choice to people seeking a convenient and social way to consume cannabis.

Molecule was looking for a solution to a unique challenge on the production floor. When they processed their products at high speed during the labelling process, the label material they used would often break. This caused jamming, downtime and additional labour costs to get their product made. **They needed stronger roll labels to help them save time and money.**

Willowpack listened to Molecule's needs and understood their challenge. The cannabis company said they required **changing their label backing from paper to Mylar for more durability**, so our packaging experts worked with them to make it happen. With this stronger label material, Molecule was able to **solve the jamming issue and increase the throughput on their equipment**, which reduced their labour and production costs. That's time and money saved!

Molecule has since placed many more orders with Willowpack for beverages from their large portfolio of brands and continues to choose our high quality roll labels for labelling their products.



What about your brand?

Ready for your own packaging success? Get a quote and learn how we can help you tell your brand's story with quick, sustainable packaging printing right here in Canada.

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