

VODKOW®

Vodkow

Craft Beverage | Specialty Food



- Sustainability-minded cream liquor brand needed a more cost-effective alternative for their beverage labels
- Willowpack worked with Vodkow on artwork to ensure colors on new labels would match their original ones
- Willowpack’s digital printing successfully color-matched print results produced from another company’s flexographic printing
- Vodkow continues to order thousands of labels from Willowpack

Ensuring Color Accuracy on Cost-Effective Labels

Vodkow is a cream liquor brand that crafts quality vodka and cream liquors using milk sugars at their distillery in Almonte, Ontario. They're the first lactose-free dairy creams in North America and the first spirit products to ever sport the DFC's Blue Cow logo.

What do Vodkow and Willowpack have in common? Both are brands committed to improving the future through **sustainable production**.

Vodkow reached out to Willowpack looking for a more **cost-effective alternative for their beverage labels**. Willowpack’s **digital printing** meant that the price for short run printing was more affordable than traditional printing. But that also created a challenge: Vodkow’s existing labels were produced flexographically, while Willowpack labels were produced digitally. How would we be able to ensure that the colors match?

To solve this, we started with analyzing the physical samples of original labels that Vodkow provided. We worked together on their artwork, making necessary adjustments and flagging certain elements to make sure that, when the labels reached our digital presses, they would color-match as closely as possible to the Vodkow samples.

Our efforts paid off. Willowpack produced **cost-effective and color-accurate roll labels in custom shapes** tailored to fit on Vodkow's bottles. Happy with the results, Vodkow continues to order thousands of sustainably printed labels from Willowpack for their delicious cream liquor beverages. Cheers to great partnership!



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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