

# SUMMIT

LABELS

## ALL ABOUT EMBELLISHMENTS



# CONTENTS

---

WHY THE LITTLE LABEL DETAILS MATTER.....	3
MATERIALS THAT WOW.....	5
CUSTOMIZATION .....	10
EMBELLISHMENTS .....	11
CASE STUDIES .....	16
CONCLUSION .....	19

SUMMIT  
—  
LABELS

# WHY THE LITTLE LABEL DETAILS MATTER

Picture this. You're running late to a dinner party at your aunt's house. It's gross outside and you're in a serious rush when you pull up to the local liquor store to grab a bottle of wine (don't want to show up empty-handed after all!). You hustle in only to see row upon row of every kind of wine imaginable and realize, with a sinking feeling, that you have no idea what kind of wine she likes. The bottles twinkle back at you in all sizes, shapes, and shades with a vast array of prices—all organized simply through the country of origin. Not a large arrow pointing to auntie whats-her-name's personal pick in sight. So, what do you do?

Enter Darcen Esau. In March of 2019, Esau successfully presented and defended his ground-breaking master's thesis; *The influence of wine label visual sensory cues on the perceived sensory taste of wine*. Translated to regular person terms? If you like a wine label enough, it'll taste better.



No kidding! According to Esau, it “doesn't matter what wine we put in the glass, if we mix and match the labels and the wine, so long as you identify with those visual cues you will think the wine tastes better.” Why? Because we, as consumers, are identity seekers! We rely on visual cues in the messages (in this case products) that are presented to us to determine and express those identities.

Okay, okay, that got complicated. You're probably thinking “what does this have to do with embellishments?” The simple answer is embellishments, designs, and materials, really everything that goes into your label makes up your brand image. The personality, design style, narrative, and luxury of your product are all conveyed to your audience through these little visual and tactile cues.



The more consumers learn to associate these cues with specific tastes or qualities, the more they form expectations of the product ahead of time.

So, it's not exaggerating to say the right label, the one that captures the essence of your brand and the lifestyle your audience aspires to actually makes your product taste better, smell better, and just generally feel better.

Returning to our story, the answer is easy. You pick the one that looks best, the brand or label you either consciously (or unconsciously) relate to depending on your personal experiences.

What we're trying to drive home for you is this; packaging can be even more effective than advertising. It's a booming industry! Across the board, brands are spending more on packaging with 75% of companies surveyed planning to increase their spending this year—and that number has been growing for the past two years from 40% in 2017, to 65% in 2018 (source: L.E.K. Consulting Survey). Why are they spending so much? Because over 90% of brand owners say packaging is critical to their brand's success (source: L.E.K. Consulting Survey). It's a way to adapt to industry pressures, fast-changing consumer tastes, and shorter product life cycles. Plus, let's face it, people don't buy the product. They buy your brand—connect to your story—and use your products to convey their own personal tastes. When you deliver on those big, bad brand promises and everything aligns, your audience falls head over heels in love and that's a significant driver of brand growth.



## MATERIALS THAT WOW

Alright. So now that we've sold you on the dire importance of projecting your brand's story in catching your consumers' attention—how do you do it? How do you achieve and harness this magic for yourself? Well, it all starts with the material.



We don't know about you, but when we shop, touch is a big part of the deal. Head into a clothing store, and you'll find yourself brushing your fingers along all the sweaters. Same thing happens if you wander through the aisles in that liquor store from before. Before long, you'll be overwhelmed by the selection and excited by all the different embellishments, intrigued by certain textures. You'll end up picking up and carrying the bottle that just feels right in your hands.

The truth is, the stocks you select support the embellishments you're working with—it helps develop the full picture. By building your label with intentional choices from the bottom up, you control the entire experience for your customers.

So, let's get into the down and dirty of stocks. It's time to take a look at your more show-stopping options!







# LIGHT REFRACTION

THE DARK SIDE



## HOLOGRAPHIC BOPP

Light refraction is eye-catching. It represents purity and cleanliness (think of the toothpaste aisle and how many of those boxes and tubes include holographic artwork). We've also seen it used to represent fantasy, technology, and general 'nerdiness' on labels such as Odin Brewing's Super Galactic Space Dragon IPA.



## METALLIC BOPP



BOPP is a multi-functional, water and oil-resistant material. Metallic BOPP can be a great alternative to foil to get the same high-end, fine-detailed look at a lower price. Similar to a holographic stock the material itself is reflective, capturing the harsh lights of the market shelves where it lives and winking it back at customers. It's all about drawing the eyes of the consumer to a specific area (or areas) of a product. It created the perfect glow around the Flora logo in their natural health supplement lines.

## POWDERED HOLOGRAPHIC BOPP

This is a showstopper. Another light refracting material, the pattern on this one is ultra-unique and eye-catching. Busier than your typical holo', it adds depth and a touch of prestige. Used to perfection in Boombbox's Secret Galaxy IPA label to represent the endless expanse of space, it looks seriously sleek and original. We've seen it on the liquor store shelves and believe us, it stands out in a very big way.







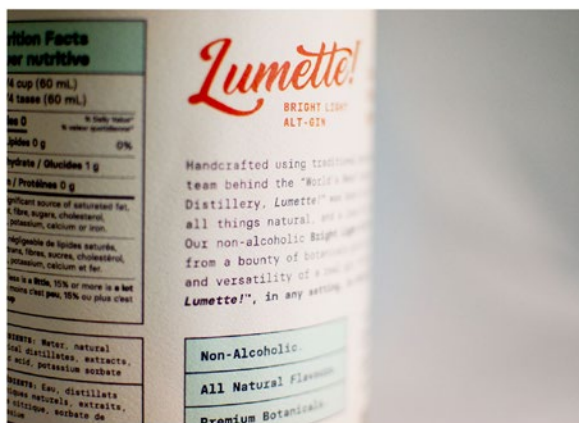
S

# TACTILE DETAIL



# EVEROPAQUE

Why use textured stocks like paper? Simple. For the luxurious feel. Commonly used in wine labels and distilleries Everopaque is already associated with luxury products in consumers' minds. This Lumette! label captures the high-end feel of the product inside, and the artistry of the distiller. It's a one-of-a-kind textured and label for a truly ground breaking product; Canada's first zero-proof alt-gin!



# BLACK VELLUM

Black, on black, on black, on black. Black vellum is a material that's as black as we like our coffee. Using a true black material eliminates the white lines around the edges of your label that you see with printed white material. Does anything scream sophistication like rich black?

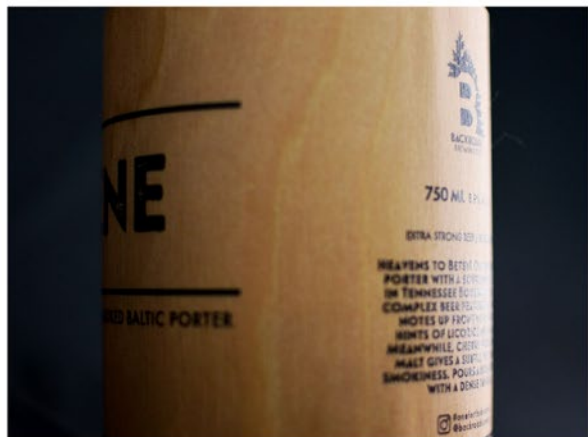


MATERIALS THAT WOW

SUMMIT LABELS

# WOOD

Labels made of wood. You thought we were kidding? We weren't. You can get splinters from this stuff. Everything about this material screams authentic, down to the unpredictable grain of the wood. An ideal choice for Back Roads Brewing since nothing says the great outdoors, wilderness, and fresh air like literal pine. Be warned, working with this material is a passion project. While we love it, it can be an unpredictable labour of love to mould it into the label of your dreams.





## STONE PAPER

Smooth to the touch, and organic as it gets, this rocking material (sorry not sorry) is authentic elegance to its core. A revolutionary new label material made entirely from stone. Not only is this material created using reclaimed limestone and recycled concrete, but the process eliminates the use of trees and water. Ultimately making it an extremely sustainable and environmentally-friendly option. Ideal for capturing the grassroots community-first values of your small local distillery or used here to perfection on Culture Craft Kombucha's labels. Encapsulating their dedication to sustainability and environmentalism with a clean, organic label and inspiring colours and patterns that'll make your mouth water.

## VELVET

New Year's Eve, Christmas, Valentine's day, King Louis XVI. Velvet has long been associated with all things decadent. Famous for evening gowns and dresses for special occasions, this super-soft, genuine velvet stock is the perfect way to scream 'extra and loving it' to your audience.



# CUSTOMIZATION

Customizing products has never been easier or less expensive—and we as consumers have grown more and more fond of receiving our own, exceptional items. (\*Cough, Coca Cola's Share a Coke campaign, \*cough.) Because of this, over half of brand owners have increased their product personalization over the past two years and plan to launch 15% more SKUs in 2020. In such a crowded marketplace, the smart entrepreneur must find ways to customize their own offerings. So, besides spending the next year signing each product with a Sharpie, how do you capture this love for your brand? The answer is simple—digital technology.



## VARIABLE DATA

Variable data technology is all about personalization. Seamlessly generate artwork with variable data changes to create different designs, number sequences, patterns, images, and colours on one run of (same-sized) labels—without the hefty design fees. From signatures and vintages to cans, lots, and batch numbers, it's all possible. We've even put influencers' names on personalized products for standout Instagram campaigns.



## MOSAIC

Why choose just one variable element? Mosaic print software allows you to create sophisticated and personalized products for maximum design impact. Using a fixed number of base patterns, you can generate millions of unique images. Ideal for bringing whimsy and excitement to 'collect them all' campaigns, multi-packs, or event giveaways.



CUSTOMIZATION

SUMMIT LABELS

# EMBELLISHMENTS

---

Using out-of-the-box printing methods and inventive marketing tactics, you can create labels that stand out and define your business and your brand. Capturing the senses of your customers through embellishments that appeal to touch, sight, and even smell.

## 4 GENERAL THINGS TO REMEMBER WHEN DESIGNING WITH EMBELLISHMENTS

1

The key to fantastic embellished labels is designing with embellishments in mind. Create a concept that begs for specific techniques, rather than adding embellishments to an existing label design 'just because.' Beautiful embellishments in the hands of a talented designer with a concept are very powerful indeed.

2

Embellishments on letters and designs can be applied to very fine details. But the more complicated a pattern is, the harder it is to line up perfectly with your design or with additional accents. So, when it comes to typesetting, larger is better for precise registration.

3

Embellishments are meant to be accents. So be careful when designing large blocks. Large swatches of things like foil or high build can peel or bubble depending on your label's makeup.

4

Embellishments may register weirdly for different reasons. (If that's vague, it's because it's so true!) So, anytime you're designing with embellishments, it's a good idea to have it reviewed by the experts (like our talented pre-press team).



# 15 IMPACTFUL TECHNIQUES TO CONSIDER

## HIGH BUILD

Are you ready to have labels that stand out? How about a textured label with elements that literally stand out? High build accentuates a piece or builds texture into a design. This technique gives customers something to interact with, and it can be used to stimulate emotions like nostalgia through touch. Read about Boombox Brewing's 'Just the Hits' rockin' old school vinyl label here.



## SPOT GLOSS

A spot gloss creates contrast in your artwork that pushes boundaries by supplying variety, visual interest, and drama to your labels. Banded Peak Brewing uses spot gloss to represent the design principles of contrast and rhythm in this sleek black-on-black patterned label to create a visual tempo and provide a path for the consumer's eyes to follow.



# EMBOSSING AND DEBOSSING

The rise of premium products amongst consumers is enormous—it allows brands to become a part of the lifestyle of its customers. The way to make a product premium? In many cases, packaging! It's central to the marketing of these offerings as it gives consumers something to relate too. Embossing raises your graphics above the surface of your stock, while debossing lowers it. This complicated technical process enhances visual interest and suggests higher brand value. Plus, because it's on paper it can also come across as organic and authentic.

Take it one step further by embossing in tandem with specialty inks or foils, or really push the limits with texture embossing. This revolutionary technique is incredibly intricate (and more expensive), but when it's pulled off right, it's spectacular. It involves creating multi-leveled 3D sculpture with your stock and kind of looks like Han Solo frozen in carbonite. Now that's pretty cool.

## WHAT TO CONSIDER WHEN DESIGNING FOR EMBOSSING:

This technique pushes stocks to the limit so it can only be done on specific paper stocks. You can bring your material questions to our Label Solutions Specialists to ensure your materials are up to the task.

Keeping your lines on the slightly thicker side, as super-thin lines can end up cutting the paper.

Ensuring your designs are an appropriate distance from the edge. Since this technique lifts the stock away from the product's surface, a design that's too close to the edge of your label can feel weird, peel off, or allow water to get underneath the stocks. Keeping these elements 6mm or 1/4in away from the edge is best.



# FOILS

For hundreds of years, humans have applied foil to parchment to make things look good. It started with real gold leaf (think old fashioned books, texts, monks scribbling and hand-applying gold flakes). There's a long, complicated history behind foil, but for the sake of this book? Foil is still used on high-end items like wine labels and distillery bottles but now it's applied using machines. Although it still looks just as sleek, impressive, and high-end.



## COLD VS. HOT FOILS

At its very base, foils are a premium embellishment that creates an elegant, 3-dimensional and most-often, metallic look. There are two kinds of foil stamping; cold and hot.

**Cold foil stamping** is less expensive, it's limited to smooth materials, and it's not as clean of a look. It's excellent for creating a flaked, authentic, and antique-y feel.

**Hot foil stamping** is more expensive since it uses a special hot plate to heat the foil and adhere it to your stock. It tends to look shinier and higher-end than the cold foil and creates cleaner lines and details.

No matter the use, foil stamping is considered a premium process. It is often used for high-margin items or limited release products. It requires a custom plate and a longer lead-time to produce, but the results are incomparable.

## SCRATCH AND WIN

Variable data and foils come together for one seriously cool and interactive product. Perfect for contests and social media activity.

## METALLIC INKS

A less expensive way to achieve a foil look. While not quite real metallic, these inks can still create a similar look and feel – for a fraction of the cost.

## FLUORESCENT INKS

Lisa Frank, much? These cutting-edge inks can hit vibrant, bold hues you could only dream of before.

## GLOW IN THE DARK

What else can we say? This U.V. literally glows in the dark; clear, satin-touch during the day, fluorescent and trippy in the dark.

## MICRO PRINT

Ultra-fine print you need a magnifying glass to read. Our tech is so precise we can get down to 0.5pt fonts, perfect for tiny details or max security.

## BLACK LIGHT U.V. (DIGITAL OR VARIABLE)

This 60s style U.V. is only visible under blacklight; otherwise, it's clear and simply looks like a satin-style spot gloss job. Secret magic eye print anyone? Beyond being groovy, this technology is also great at stopping those pesky counterfeiters.



CUSTOMIZATION



SUMMIT LABELS



## CASE STUDIES

To get your creative juices flowing, here are some example embellishment examples to consider. Check out our [portfolio](#), join our [e-newsletter](#), or follow us on [Instagram](#) to explore other cool brands and label ideas we've worked on.

### TAYLIGHT FALL RELEAF

Inspired by the changing seasons and the warmth in our community here in Poco, we came together with our friends at Taylight Brewing to create the perfect, cozy and malty fall beer (without a pumpkin in sight!). The colour scheme for this label was inspired by the flavourful beer inside. A Fall Rye Pale Ale, it was the obvious choice to create something that captured the changing leaves, and warm colours of autumn in Port Coquitlam.



To achieve the look of movement and falling leaves in this label, we started with a Metallic BOPP stock and six variable backgrounds. Through the clever use of white plates, we highlighted the leaves with colourful metallic shades and details. These details catch the light and almost make the leaves look like they're fluttering. We gave the same treatment to the Share Society donation medallion, using multiple block colours to ensure it got top billing.





On top of this metallic layer, we used high build to accentuate the ribbing and veins in individual leaves. Finally, we applied the same high-end high-build look to Taylight's standard logo treatment, making it a more exciting and eye-catching experience.

## MONTIS DISTILLING

We worked closely with Montis Distilling to create something as cutting edge as their product. Moving away from the traditional foil look they came in with, and towards a sleek high build. We embraced Montis' desire for tactile, textured details by contrasting textured uncoated paper stock with raised, varnished details. Highlighting the excellent detail work and creating the crisp, natural feeling they'd envisioned for a fraction of the price (not to brag, but this innovative approach saved Montis over 43%).





Montis is a natural product, and they aren't shy about it. Each bottle has three slender and distinct labels, a wrap, a badge, and a neck, which leaves the majority of the bottle exposed to consumers. We printed the labels on a wet strength (water-resistant) 70# classic solar crest paper stock. We finished them off with a matte U.V. Maintaining the paper's texture without dulling the sheen of the careful high build details.

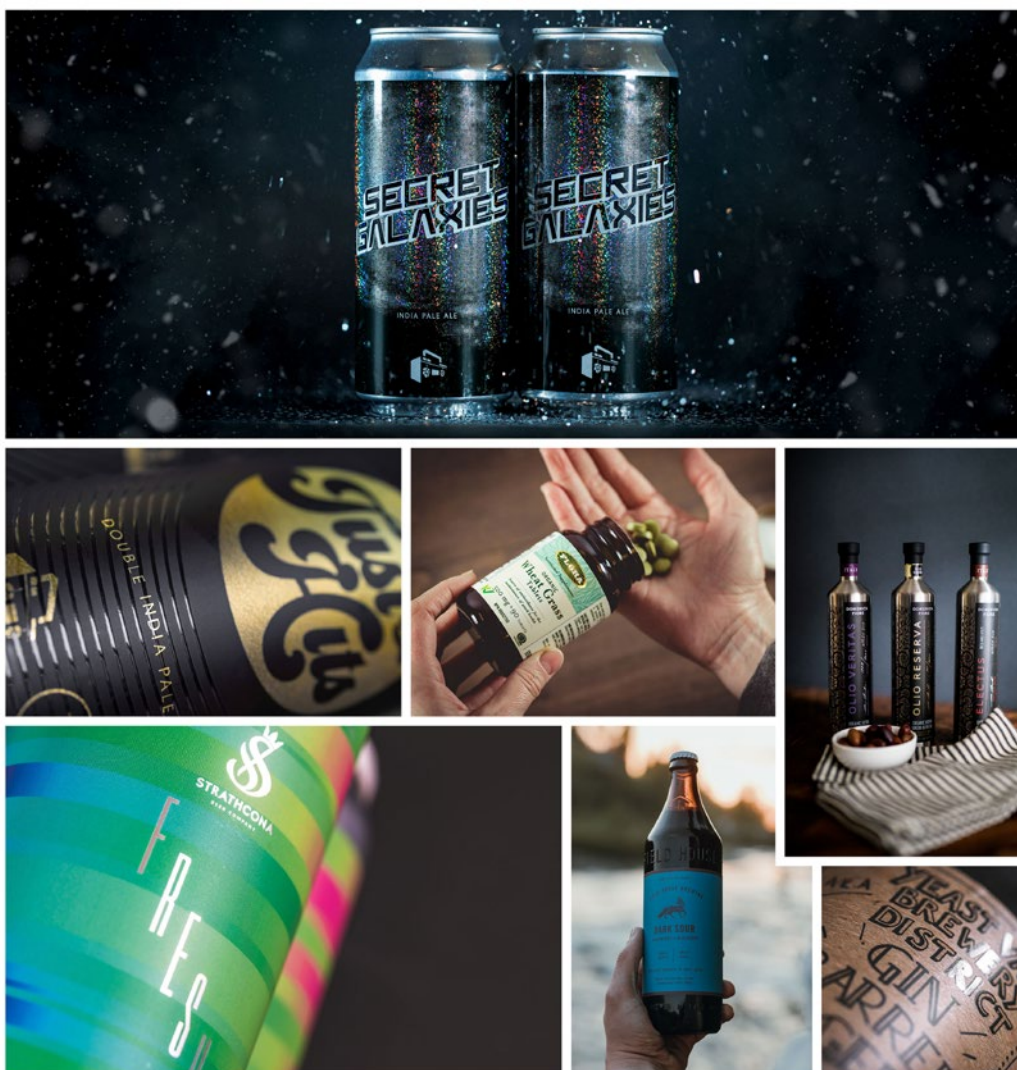




# CONCLUSION

Your label, your package, your product experience is key to initial sales and return customers. It's like a targeted in-store billboard for your brand. So, it must stand out. By visualizing values and a potent brand message, your labels have the unique ability to make your product truly stand out in a crowded marketplace.

Do you have any other tips or resources for creating embellishments? Apply them to your label and let us know what you're working on! We'd be remiss not to add that every brand's label is going to turn out differently. Each brand will discover their own strategy for what works best for their target audience. It all depends on your brand's needs. Of course, that being said, you can contact us anytime for advice and tips to get started creating your labels and delving into the deep and exciting world of embellishments. We're always here to help!



## FOR MORE DESIGN IDEAS AND MATERIALS, BE SURE TO CHECK OUT:

[What the heck is white BOPP blog](#)

[The seven questions you should ask before ordering labels blog](#)

[What's the big deal? Comparing RGB, CMYK, and Pantone in label printing blog](#)