



Brand promise delivers purity and environmental reference

The proverb “Eyes are the window to the soul,” offers a guidepost of sorts about human nature. Look deep enough, and you’ll find a person’s true essence, or at a minimum, intention.

It’s like that in branding, where the package and label together create the window to the soul of the brand. Some truly define the brand essence, while others only hint at it.

PS Label Expresses Brand Essence of AQUAÇAÍ® Natural Artesian Water



For AQUAÇAÍ® Natural artesian water, quality and purity make up its soul, the origins of which date back three million years. As a point of brand exclusivity, AQUAÇAÍ artesian water is produced, bottled and shipped directly from its source—an aquifer cradled deep beneath 1,400 acres of the Panamanian Açaí Rainforest, along the Continental Divide.

“The quality and purity of our water is the heart of what the brand is all about,” said Michael Horth, CEO with Eurofusion, the brand owner. “We needed the brand design to reflect this. But we also wanted to establish a premium positioning that would be accepted by high-end consumers.”

The AQUAÇAÍ brand was launched in 2008 and will be available throughout North America by the end of 2011.

Design elements cross cultural borders

Moxie™, an international brand and package design firm with offices in New York and Miami, created the brand identity.

“We used design elements that cross cultural borders,” said Tammy Vaserstein, creative principal, Moxie™. “The brand design connects the purity of the water source and premium quality of the brand, making it attractive to a global audience.”

AQUAÇAÍ is available in three sizes of PET bottles: 1 liter, 591 ml and 354 ml. Each bottle has a prime label and back label of pressure-sensitive film, clear for the prime and white for the back. This two-part label is a departure from the wrap and cut-and-stack labels used by the vast majority of competitors.



Meeting shelf appeal with high-speed production needs

Eurofusion wanted a package that would deliver shelf impact and a premium positioning, combined with high-speed bottling capabilities and a level of brand protection. For that, they turned to Fasson® pressure-sensitive film from Avery Dennison.

“We chose pressure-sensitive labels as the best option due to their high print and graphics capabilities,” Lino Vásquez, plant manager, said. “The complex graphics of our AQUAÇAÍ labels make them somewhat more difficult to imitate, which is especially important in markets where pirating of brands is perceived as common practice.”

Visual graphics depth delivers differentiation at the shelf

The labels were produced by Brook & Whittle Limited, North Branford, Conn. The prime and back labels are Fasson® Global Co-Ex™, a matte clear film of 2 mil. The prime label was UV flexo and screen-printed in 4-color process, plus a white screen, two spot blues, silver, and silver foil. The back label was UV flexo and screen-printed inside with 4-color process, and printed outside with 4-color process, 2 whites, and spot blue.

Silver foil accents on the white serif logotype on the prime label cues a sense of reflecting water, and adds an element of strong dimensional highlights that work in conjunction with the drop-shadows of each letter to create visual depth. The logotype floats in a gradient sea of blue. A single, silver rule line at the top and bottom of the blue field draws attention to the AQUAÇAÍ name. A signature green butterfly icon at the top right side appears to flutter into the visual frame, half over the blue field.

Creating brand impact from all perspectives

Additional visual depth of the prime label comes from the inside of the back label, which holds an image of a waterfall. The outside of the back label contains brand identity and positioning copy, the UPC, and minerals content information.

“AQUAÇAÍ is truly a high-end product and Eurofusion wanted a complete package that would firmly establish the brand above and beyond the competition,” said Steve Stewart, president of Brook & Whittle. “The clear-on-clear pressure-sensitive film and the brand design work together to deliver differentiation at the shelf in a way that really sets the product apart.”

In addition to delivering shelf impact, the polyolefin film labels allowed higher processing speeds compared to other labeling technologies. The PET bottles are blown on site and produced in real-time to the bottling process, with a normal production speed of 36,000 bottles/hour. The bottles are slightly warm when they reach the labeling station, which makes them dimensionally unstable.

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Michael Horth, CEO Eurofusion

“Basically, the bottles change shape slightly as they fully cool after filling and labeling,” Stewart said. “So, we had to make sure the label and adhesive would move with the bottle as it cools. The Fasson Global Co-Ex is flexible enough to move without wrinkling, curling or lifting. And the adhesive is a key part of the solution as well.”

“Avery Dennison and Brook & Whittle worked with us in trialing different substrates and adhesives to find the right combination for our application,” Vásquez said. “And because AQUAÇAÍ has a two-year shelf life, it was imperative the labels remain intact for at least this amount of time. Accelerated age tests at Avery Dennison’s labs in Mentor, Ohio, confirmed the label lifecycle durability.”

“Our commitment and reverence for the natural resources of the Panamanian Açaí Rainforest encompasses everything we do at each step in taking our product to the global market,” Shani Gerschfeld, marketing manager, said. “It’s reflected in our brand identity and overall label quality. It can even be found in our bottle, at the base of which is a molded relief of a Panamanian mountain in the rainforest.”



Label and
Packaging Materials

Asia Pacific
32/F., Skyline Tower
39 Wang Kwong Road
Kowloon Bay,
Kowloon, Hong Kong
+852 2802-9618

Europe
Lammenschansweg 140
2321 JX Leiden
The Netherlands
+31 71/579-4100

Latin America
Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America
8080 Norton Parkway
Mentor, OH 44060
800.944.8511