

FROM CONCEPT TO COVER

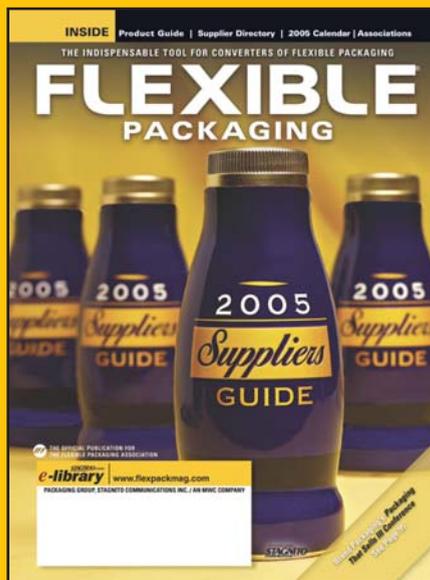
Verst Pack, a contract packaging solutions provider, collaborated with *Flexible Packaging* magazine to custom produce an awesome shrink sleeve labeled container

Just three years after its introduction, the annual *Flexible Packaging Suppliers Guide* has become our largest and most commercially successful issue. It's one of those issues that readers constantly refer to throughout the year so we bind it in a special way to make it more robust and long lasting. For this same reason we go to great pains to make sure the guide's cover is not only beautiful, but also is representative of at least one of the packaging forms that make flexible packaging the most versatile and fastest growing form of packaging extant.

In his study, *Opportunities for Shrink Film Labels for Bottles*, contributing editor and industry consultant Huston Keith tells us "The bottle segment alone will grow to \$300 million. The other part of the market, shrink wrapping for other containers such as cans, batteries, and multi-packing is growing at 30 percent annually."

Based on information such as this the editorial team decided that a bottle decorated with an eye-popping shrink film label would be a great idea for the current *2005 Suppliers Guide*. We contacted Jason King, director of sales and marketing for Verst Group Logistics and Verst Pack, and ran our plan by him.

"That's a great idea," said King. "A shrink sleeve is bold and dynamic. It



will really make that cover stand out."

Collaboration is Key

The plan was to create a one-off shrink sleeved bottle that would be featured on the cover. The only things we asked for was that it be beautiful, say '2005 Suppliers Guide' on the front, and that Verst Pack allow us to write an article about the process.

King told us that any shrink sleeve project is a collaborative effort between a container manufacturer, label supplier, and the label applicator.

