



Developed with Bruce Dickinson, lead guitarist in UK band Iron Maiden, the premium 'Trooper' beer is brewed in the UK by Robinsons Brewery and the labels are produced by Collotype Labels Ireland.

Helping a beer brand take off: working with Collotype Labels Ireland

ClearCut™ S7000 technology from Avery Dennison has proved to be an important factor behind the rapid growth of a new brand in a highly competitive market, ensuring high speed dispensing of a thin, high-clarity label. The Trooper beer label won a Flint Inks Award for Narrow-Web UV, and it was a finalist in the Irish Print Awards 2013. The ale is also supermarket Morrison's fastest-ever growing new beer.

Breaking into the market

As a new entrant to the crowded beer market, brand image was pivotal. Label converter Collotype Labels Ireland initially used digital print at launch, proving the concept with Avery Dennison PP60-S4000-PET30. This material is an industry-leading product for beer and beverage applications, but rising sales volumes prompted a move to a material that would still properly reflect premium brand messages while increasing productivity and sustainability: PP50-S7000-PET23.



“ We wanted good printability, easy application, dependable service and full technical support,” said Collotype Labels Ireland’s Technical Manager Bill Smyth. “We have a very good working relationship with Avery Dennison, and they were a natural choice of partner for a project like this. Their EXACT programme gave us the precise roll width and length that can support future growth of the Trooper brand, and the lower adhesive bleed levels gave us important improvements in machine down-time. ”

Award-winning execution

Avery Dennison explained the benefits of ClearCut™ S7000 adhesive (used in PP50-S7000-PET23) during an innovation meeting with Collotype Labels Ireland. The proprietary S7000 adhesive allows high-speed dispensing with very low levels of adhesive bleed – up to 40% less than ‘standard’ products.

The Trooper brand was not originally expected to be a big seller, but Bill Smyth said that some of the rapid sales increase can be attributed to the label: “The Avery Dennison ClearCut PP50-S7000-PET23 product produced excellent results on our Gallus RCS 430 four-colour UV offset, silkscreen and hot foil press. We were able to keep a very high quality end label when we moved to high volume litho production, and the S7000 adhesive and PET23 liner allowed us to achieve reliable high-speed dispensing of a very thin construction.”

A bright future

The rewards of getting the branding right have been substantial. Supermarket chain Morrisons says that Trooper is its fastest-ever selling newly launched ale, with sales exceeding expectations tenfold. Morrisons’ ale buyer Mark Land said: “Trooper has been phenomenally successful after it was launched at Morrisons. The bottle’s label has definitely been a huge factor in its success, as has the push our stores have given it.”

