



Innovation for impact

Blue Diamond® Growers | Case Study

Building brand equity through selection of the most appropriate print technology

CHALLENGE:

Blue Diamond® Growers, the world's largest tree nut processing and marketing company known for its snack and baking almonds, faced the challenge of inducing trial as it expanded its offerings into the almond butter category with eight new SKUs. Getting noticed at shelf was critical.

The facing label measures only 1.65 inches high x 10.35 inches wide, and therefore has to work exceptionally well from a graphics standpoint. The almond butter label design featured an enhanced Blue Diamond logo, intricate background design, and almond images that have to look appetizing. Blue Diamond chose a 12-ounce jar for the new almond butter and opted for a pressure-sensitive label, a departure from the usual lithographic printing used for other Blue Diamond packaging.

SOLUTION:

After reviewing the artwork, the WS Packaging art department knew it was going to be extremely difficult to trap the colors the traditional way for flexography, and the quality would be unacceptable. The suggestion was made to run four-color process and only one spot color, which meant it would have to hold registration on a reverse-out in process, which can be challenging. A recommendation was made to switch to litho printed pressure-sensitive labels utilizing a Nilpeter printing press. Confident with their recommendation, WS Packaging sent a sample to the customer, who agreed with the quality of the results and gave approval to proceed. The changes saved more than \$10,000 in prepress costs and provided the quality needed for the product introduction.



For a free consultation

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WS Packaging Group, Inc.®

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