

Cline Cellars | Case Study

EasyTab® ensures that the entire brand message goes home with every consumer

CHALLENGE:

Cline Cellars, a Sonoma Valley winery, had been using tear-off pads on store shelves to promote its products and build repeat business, offering recipes that were developed to pair perfectly with its wines.

On-shelf tear-off pads provided limited printable area, leaving much of the Cline Cellars brand story untold. In addition, the tear-off pads offered no guarantee that promotional materials would accompany every bottle at the time of purchase.

Cline Cellars needed more printable space for both its brand messaging and the recipes that add value and encourage repeat purchases. The winery also needed to ensure that consumers would receive these key messages with each purchase.



EasyTab® is a registered patent of WS Packaging Group, Inc.
Patents US 6,413,604, US 6,858,108 and US 6,749,916.

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Resealable Extended Text Labels ▲

Patented EasyTab® labels offer optimal space for promotional messaging while ensuring that the brand story accompanies every bottle

SOLUTION:

WS Packaging Group's patented EasyTab® extended text label from its MultiVision® label line provides an ideal solution for sharing the Cline Cellars brand story and recipes right on the bottle.

The EasyTab® label's generous printable area allows the winery to share its history, farming practices, the story of its vineyards, and a recipe on a perforated label panel. Consumers can open, read, and reseal the label or tear off the recipe. The patented pre-curve prevents edge lift and wrinkling. Label application uses standard equipment, minimizing costs and increasing production speeds. And the label allows for new text in every run, so repeat purchases are rewarded with new information and recipes.

The result? An innovative way to provide value-added information and the Cline Cellars brand story on every bottle, build a stronger connection with consumers, and encourage repeat purchases.

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