



# Pressure-Sensitive Labeling Capabilities Help Massachusetts Cider House Engage with Customers



Photo Credit: Holly Hazelton, hollydayphotography.com

Far From the Tree Cider House started in 2014 in Salem, Mass. Founder and owner Al Snape became inspired to make cider almost on accident: He was experimenting with an old apple press while studying winemaking in England. It's an engaging story told on the house's website.

It now sells dozens of varieties, and is an integral part of the craft food and drink scene in Salem. Al speaks passionately about his experimenting with ingredients and cider-making processes, combining elements in unexpected ways to produce ciders that turn shoppers into customers, and customers into fans.

The cider house has also been active in customer engagement. It was the first to open a taproom in its historic hometown, starting a trend that has since been copied by craft distilleries and breweries in the area.

And, Far From the Tree products feature eye-catching labels. "It's all about the first impression," says Al. "Even from my own experience, when I walk around a liquor store, I reach for the

labels that jump out at me. It has to be recognizable. It has to strike a chord. You have just a millisecond to grab the buyer's attention."

That shelf impact is top-of-mind for craft owners. With eye-catching labels, branding and graphics, they can tell their story to consumers to help drive sales.

**“With labels, the craft owner can buy a supply of blank cans, print whatever small quantity of labels is needed at a particular time, and apply them to the cans.”**

*Ryan Dunlevy*



Al Snape, Founder and Owner,  
Far From the Tree Cider

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## A different way to approach labeling

Al has partnered frequently with local graphic designer Elissa Von Letkemann to brainstorm and bring designs to life. The winter of 2016 brought this partnership a new opportunity: Re-launching Far From the Tree's Nova cider.

Nova's unique recipe features hops. It's staple beer ingredient not typically associated with cider. Al also wanted to offer Nova in aluminum cans, which are becoming increasingly popular on the craft landscape. That combination of circumstances gave rise to an idea.

An adjunct professor at Lesley University College of Art and Design (LUCAD) in Cambridge, Mass., Elissa enlisted the help of her packaging design class. She assigned each of her nine students to create an attention-grabbing Nova label.

Says Al: "I originally thought I'd pick the 'best' student-designed label for Nova. But the designs were all so good, and the range of the students' creativity so remarkable, that I decided to use all nine."

So, about 400 of each label design were printed and applied to cans. They were then featured at a release party held in Far From the Tree's taproom.

For the LUCAD students, it was an opportunity to get hands-on experience with a real-world product, and see their designs produced and marketed. The designs will undoubtedly be featured in their portfolios, too.

For Far From the Tree, the LUCAD collaboration helped generate buzz for a unique product. Even after the event, customers have continued to come to the taproom to mix and match student-designed cans while they last.

## The benefits of pressure-sensitive labels and digital printing

The LUCAD collaboration also relied on the innovative, pressure-sensitive (PS) labeling products in the Avery Dennison Craft Beer Portfolio, and the advantages of working with one of the region's leading digital printers.

PS offers unmatched capabilities. Colors are bold and eye catching, and labels can be cut in virtually infinite ways. And with digital, converters can cost-effectively do short print runs and/or print variable information. This can help the craft owner further differentiate the brand.

"PS increases the impact of color, imagery, textures and shapes, and is much more economical from a total cost standpoint," says Jeff Greenlief, Avery Dennison craft beer product and business development manager. "Both start-ups and established businesses can get into PS for a fraction of the cost of a glue line. And PS increases line uptime while reducing rework and cleanup costs."





The labels were printed by The New England Label Group (NELG). Based in Andover Mass, the group is comprised of Reid Label & Digital Graphics and New England Label.

NELG has cultivated an active business niche serving the craft drink and food markets, mostly in New England. It's worked with Far From the Tree since 2014, and produced the student designs on one of its three HP Indigo printers.

"Digital printing with PS labels makes canning an economically viable option for the craft market," says Ryan Dunlevy, of NELG. "With labels, the craft owner can buy a supply of blank cans, print whatever small quantity of labels is needed at a particular time, and apply them to the cans. The printer can even provide proofs, so the owner can see and feel the label before committing. And there's flexibility to switch labels quickly, accommodating different varieties, seasonals, or even a collaboration like we saw with the LUCAD students."

## ClearCut™ adhesive technology means no compromises

NELG used Fasson® 2 Mil White BOPP TC/S7000/1.2 Mil PET. It's one of the many prime film constructions available from Avery Dennison.

Avery Dennison Prime Film products feature ClearCut adhesive technology. This allows for productivity gains and use of thinner materials without compromising on high-speed conversion and dispensing.

When paired with clear facestocks, ClearCut offers superb clarity and outstanding adhesion, and ensures excellent adhesive wet-out and water-whitening resistance. These are important benefits in the craft beverage segment.





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## Helping tell the story of the product in the can

“For cans, I really love the look of matte finish label stock,” says Elissa.

“Alongside more expensive direct-to-can artwork, I think the pressure-sensitive label stands out on the shelf with rich, saturated colors.”

Says AI, “People have really enjoyed this, because they’re not used to seeing one product with nine different label options. It’s unexpected. And it helps tell the story behind the product in the can. The design of the label is part of the art form of the product.”

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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