

A Winner Beer for Collectors is Well Protected with HP Indigo Secure ElectroInk

The Challenge

Master Cup, the Chinese craft beer competition, celebrated its 10th anniversary.

To commemorate the event, the organizers asked “Shi”, the winning brand, to produce a special brew and they wanted to create a unique label that will present the competition winners in the last 10 years and tell their story. The label had to contain a lot of information as well as high quality images and to be impossible to counterfeit.

The Solution

Chinese digital label converter, Tianjin Nuoda, worked with the organizer to create a beautiful 2-sided label. The front of the label used bronze metallic lettering that resulted in an eye-catching look. To protect its value, each bottle was serialized with a unique number and a master cup logo printed with HP Indigo’s invisible blue ink.

The Result

The Master Cup special 10th anniversary edition was a resounding success, with many collectors interested in the protection provided by the invisible blue ink. The success of the project created new opportunities for Tianjin Nuoda who have already received orders for secure applications from new customers. The 10 winners and other craft beers were also impressed with the special edition label and have since moved their label printing to HP Indigo digital print technology.



Converter	Press	Brand	Media	Inks	Finishing	Quantity
Tianjin Nuoda	HP Indigo 6900 Digital Press	Shi	Peel & reveal: 75 um synthetic film, 25-micron transparent film, 60-micron pearlescent film	CMYK + invisible blue + SW	Foil stamping, laminating	3000 Labels

