

Fight Counterfeiting with invisible art!

The Challenge

Sabios de Luá is a boutique spirit distillery producing award-winning Mezcal. Their reserve blend is made from a rare type of agave. Its scarcity makes it difficult to find, which makes it a target for counterfeits. The brand turned to Etimex to help them create a label that could stand out on the Mezcal market, communicate their artisan appeal, and protect their bottles from counterfeit.

The Solution

Using HP Indigo's machinery and software, Etimex created fine-art inspired label with the work of Mexican Artist Ricardo Pollman. To protect Sabios de Luá's reserve bottles against counterfeit, the converter used HP Indigo Collage in Yellow Invisible Ink so that each label would be unique to each bottle. The labels were finished with hot stamping to further enhance specific features of the label and create an elevated final look.

The Result

Sabios de Luá were thrilled with the creative and unique label. In daylight, customers see a luxury label – printed with Mexican representation in a pop of red, irregular cuts, and foil. When exposed to night life circumstances such as bars or night clubs, where UV light is usually present, revealing the details and variation from the Yellow Invisible Ink.

 Converter	 Press	 Brand	 Media	 Inks	 Finishing
Etimex	HP Indigo 6900 Digital Press	Sabios de Lua	70 um Bright White Felt	CMYK + Yellow Invisible Ink	Hot Stamping

