

CASE STUDY: Collective Arts Brewing



SITUATION: Collective Arts Brewing has grown to be one of the top ten craft brewers in Ontario over the past three years and it's still on the ascent. The brewer's success is rooted in its ability to ingeniously fuse the creativity of craft brewing with the talents of emerging artists around the world. Every six months, 20 new artists are featured, thus requiring new labels frequently. To do so, however, some inventive thinking and facilitating is necessary. By using a beverage can as a cylindrical canvass, Collective Arts must see to it that the medium is accommodating. With so many considerations, shrink sleeve is the optimal solution. The brewer partners with Verst Packaging, a company known for its vast experience with shrink sleeve technology and unwavering reliability.



SOLUTIONS: Collective Arts puts their exacting needs in the hands of the experts. Verst Packaging a leader in the shrink industry, collaborates extensively with Fast Track Packaging, the label printer, to deliver the required attention to detail.

Verst employs some of the finest and most reliable equipment in the world. Its exceptional steam tunnels minimize distortion, thereby reproducing the art as accurately as possible. Collective Arts prefers Verst for its ability to handle high volume runs and quick-turn demands, essential for a constantly evolving enterprise.

OUTCOMES: Collective Arts Brewing has emerged as one of the ten largest craft brewers in Ontario. It continues to grow in popularity as artists from around the world clamor to have their art adorn a beverage can. The cans themselves enjoy an elevated status as they're coveted by collectors and art aficionados.

Constantly evolving, Collective Arts relies on Verst to facilitate its inventive creations and anticipate future endeavors over the long-term. Jeff Tkachuk of Collective Arts sums it up this way, "As stewards of outstanding art, it's incumbent upon us to ensure that the quality of the label is best in class. We make sure to partner with best in class experts. We definitely think Verst is in that category."



Location Hebron, Kentucky

- 404,000 square foot facility

Case Study Industry Beverage

Other Industries Served

- Personal Care
- Home Care
- Food
- Automotive

Customers

- Procter and Gamble
- Kraft Foods
- Dial
- Dr. Pepper
- Reckitt Benckiser
- Welch's
- Miller-Coors
- Brown Foreman