



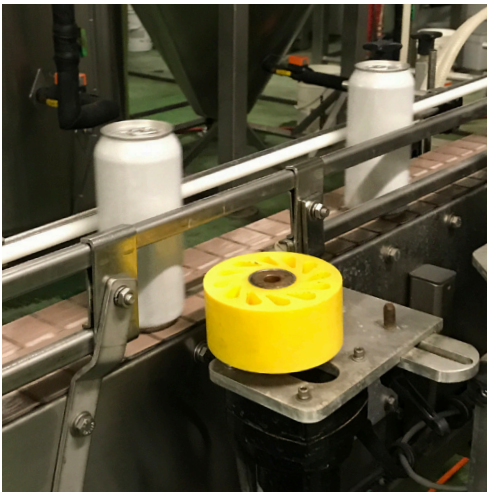
When Henniker Brewing Company started in 2011, there were 17 craft brewers in New Hampshire. Seven years later there are 71, and space in the supermarkets is at a premium. All of which brought the growing brewery to a packaging and branding crossroads. To stay competitive and stand out on the store shelves, they needed operational flexibility and visual differentiation – which meant going in a very different direction with their branding and their packaging

From Bombers to Cans

Like many small brewers, Henniker started selling its beers in 22-ounce bombers (sporting pressure-sensitive labels). Their beer was good and sales rose. But with growing sales came growing costs, so Henniker started looking for options. It found it in cans.

Pressure-Sensitive Labels: How Henniker Brewing Is Winning In Crowded New Hampshire

Canned craft beer is lighter and easier to transport, making it a more sustainable and less expensive way to ship to retail, and a plus for on-the-go consumers. Not only that: cans preserve beer freshness and integrity longer, and canning lines are proving themselves cheaper to manage than most bottling operations. Henniker was sold. They moved their business to cans branded with caricatures on shrink sleeves. Which was great – for a while.



From Shrink to PS

Despite strong growth among its four core brands, Henniker started experiencing some serious competition on the shelf. Its solution was to rebrand starting with its seasonal line. “Shrink was a great packaging option to first share our new branding,” said Dave Currier, Founder. “We went with a simplified, high color graphic design for our seasonal line, and it was successful. From there, we decided to extend the new brand to our core lines and we chose to utilize pressure-sensitive labels to reduce can inventory. Additionally, producing our own labels gave us the flexibility we were looking for.”

Henniker now sells its core beers and most limited releases in 12- and 16-ounce aluminum cans double-coated in white with clear, pressure-sensitive labels created by converter New England Label (Formerly Reid Label). Bright colors, interesting graphics and strong black type stand out against the luminous white of the can, creating the look of direct print technology due to the film clarity of Avery Dennison’s advanced materials. But the pluses of the Avery Dennison pressure-sensitive material don’t end there.

PS Advantages

To facilitate the move to Avery Dennison’s pressure-sensitive materials, Henniker worked with Ryan Dunlevy of New England Label, one of New England’s largest ISO 9001:2008 certified label manufacturing companies. “The beer market is becoming increasingly more competitive for converters, many of whom are fighting for business on price alone,” said Ryan. We try to do it differently here at New England Label, We build our business based on strong relationships and service. We knew what Henniker wanted to accomplish by rebranding with pressure-sensitive materials. We knew Avery Dennison pressure-sensitive materials would make the rebranded colors pop, and their S7000 adhesive would hold tight on Henniker’s cold, wet cans. Plus with our digital presses, we were able to offer Henniker cost and process efficiencies for multiple SKUs.”

Henniker’s Currier agrees that the move to pressure-sensitive labeling was a win-win for the company. “Together with our in-house canning line, pressure-sensitive technology gives us the inventory management, operational control and flexibility needed in the competitive New Hampshire craft beer marketplace. With pressure-sensitive, we can afford to do more with smaller runs. That’s key to keeping our brand fun and relevant for our fans.”

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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