

Customized Package Decoration: art and science working beautifully together

In the United States alone, there are many glass packaging companies dedicated to designing and creating custom containers for food, drinks, cosmetics and perfumes. For this issue, Glass Machinery Plants & Accessories presents a showcase for some of those companies along with a brief overview of what each service can offer clients.



Glass packaging is experiencing something akin to a renewed renaissance period thanks to the industry-wide marketing effort that has firmly established the infinite recyclability of glass in the minds of consumers. But within the industries of food, beverages, wine, spirits, cosmetics and perfumes, there is another aspect that should be promoted just as strongly: the infinite creativity found within the mouldable nature of the material. Any shape a designer can imagine can be made, given the proper equipment and experience, and today's glass packaging manufacturers have both in abundance.

In the past, it was enough to simply form a bottle or jar, apply a label and send the package out to be filled. But today's market is more demanding, and clients are asking for more changes in the shapes of their packaging as well as requesting more complex decoration options. This makes sense, as in today's markets, the package shouldn't just deliver the product to consumers. A package should also convey ideas about the product within, and the company that produces it.

In the United States, there are many companies who have stepped up to offer custom services meeting the most demanding needs from clients, in some cases offering services that are unique to themselves. Each are collectives of shared technical expertise and artistic creativity, forging tomorrow's designs to capture the eyes of consumers (and perhaps in some cases, their hearts as well).

Before covering the companies and their specialized services, it might help to understand what are some of the more commonly available options from the majority of the package makers.

SCREEN PRINTING

Often considered more viable for flat surfaces, modern screen

printing techniques can allow for applying paints directly to round bottles or jars. Many services can even wrap the entire package in a single screen printing pass, and some can even apply several colours to create stunning full-wrap effects. The techniques can be as simple as a single pass to create a "clear label," or complex enough to become a veritable work of art.

SPRAY OR DIGITAL PRINTING

Using a variety of ceramic and acrylic paints, semi-transparent inks or even metallic paints, the range of printing directly on glass packaging is vast. Everything from a full colour label to a fully covered package are possible, and with a high degree of image accuracy from one package to the next. Whether spray painted or digitally printed, these techniques offer clients flexibility, fast prototyping, and superb final results.

PAD PRINTING

Pad printing technology features a stamping "cup" that first dips into an ink pool, and then moves to transfer the ink or paint onto the surface of the package. This differs from screen printing, where the paint is forced through a screen and injected onto the surface. Pad printing is more complex, but offers more accurate application on packages with unusual shapes. With the right machinery, packages can be stamped with many colours to create stunning effects, and with accurate placement every time.

GLUING AND ASSEMBLING

Medallions, plaques, or rubber or plastic label elements can add eye catching details to any package. A stylish family crest or a raised logo can also add a tactile appeal to the product, inviting consumers to reach out and touch the raised element. These kinds of glued elements can be affixed to an embossed flat or inset area of the

packaging, or glued directly to a rounded stock model, usually with pinpoint accuracy.

LABELLING

With all these flairs of style, sometimes all a package needs is a simple label. Even for products with more premium elements on the front, sometimes a back label can convey more information without the need for visual flourishes. In these cases, every service has the ability to fit and attach labels with perfect alignment and no bubbles or wrinkles.

STOCK BOTTLE CUSTOMIZATION

For clients looking for a package similar to a stock model but just slightly different, many services have an option to create a new mould. These modifications might include a longer or shorter neck, flared or concave sides, or a different opening to support a different cap or lid. The end result is a package that still bears some resemblance to a stock model, but with the client's own signature style added.

This is a basic list of services and techniques offered by the majority of the following manufacturers, though some offer more unique options, while others may not have all the services and are focused on their core competencies. With these definition explained, it is now time to present the manufacturers and take a closer look at what they can offer their clients.

BERGIN GLASS IMPRESSIONS



At first glance, Bergin seems to offer the fewest options for custom packaging, but that's not painting the full picture. The company does offer screen printing with stunning results, as well as



offering a full suite of product fulfilment options. All decorations begin with a consultation and design phase that helps clients get the package they've envisioned.

However, what really marks Bergin's productions as unique are their hand etched, hand painted and hand dressed bottles. This level of attention to detail ensures that every bottle is a genuine work of art, and according to Bergin's web site, their artisans can produce these amazing creation in a few as one bottle or ten thousand. This can be done on every size format from 375 millilitres up to 27 litres.



This exquisite bottle is an example of Bergin's high quality hand crafting

Further setting themselves apart from their competitors is the level of detail they offer in screen printing. The process can include up to seven colours, including precious metals like gold, platinum and copper, and designs can also be printed on the neck and shoulders. Designs can be printed all the way around the bottles, with the web site promoting the ability to bury the seams at the edges of the print within the design itself for a seamless appearance.



The next possible step to further enhance the product, whether screen printed or hand painted, is dressing the bottle. Why sully these works of art with a mere foil cap when they can be finished with an elegant wax seal? Or perhaps, the bottle can be blackened to appear full even after being emptied. This allows collectors to proudly display their empty bottles and further enhances their artistic value.

Finally, Bergin's fulfilment department can help design paper

label and capsule applications, supplying large format glass or anything else clients need to deliver the best experience possible. The company also offers custom packouts for each project, which may include assembling individual shippers, creating and applying warehouse or box code identification stickers, or shrink wrapping and palletizing cases for shipment to the warehouse.



For clients who are seeking a personalized artisanal touch, Bergin Glass Impressions is definitely worth more than a passing glance. Visit their web site to request a quote for custom projects.

Bergin Glass Impressions
451 Technology Way
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VERESCENCE USA



CUSTOM GLASS PACKAGING

When it comes to Verescence's decoration abilities, instead of asking what can they do to customize a package, it might almost be easier to ask what they can't do. The company is known as a leader in the beauty industry and specializes in cosmetics and perfume bottles, but they also offer a selection of containers for wines and spirits. Looking at their selection of stock items is much like seeing the tip of an iceberg. It doesn't tell the full story of what they are capable of.



First is the variety of options to customize packages. Perhaps a client might ask for a special laser etched design to be added to the mould, creating raised embossing elements. Or perhaps they could elect to have the interior sculpted for an elegant presentation of the product. The glass might be treated before annealing to create an iridescent effect, or it could be coloured with frits to achieve many shades of red or orange. It can be made of premium flint glass, or with Verre Infini®, which the company calls "the first premium recycled glass incorporating 40 percent post consumer recycled glass."

Once the initial shape is set-

ted on, clients can choose how to decorate the package internally or externally, or both. Verescence offers interior colour coating compatible with fragrances and juices, which can be applied as translucent or opaque, pearlescent, bicolour or gradient, and this is just to cite a few examples. They can also coat the interior in metal, creating a mirror effect. They can apply lacquers to the interior or exterior with total or partial coverage, and in a wide variety of effects: iridescent, coloured, "soft touch," metallic, shiny, cracked and others.



Though known for their work with perfumes and cosmetics, Verescence is also working on lines of spirits bottles

Along with label application, Verescence offers screen printing and pad printing as well as hot stamping foils for metallic colours, hot transfers of multicoloured images on surfaces inaccessible to screen printing, acid etching, sand blasting and accessory fitting and gluing.

While the scope of this profile is highlighting Verescence USA, the company also operates in France, Spain and South Korea. Though their core competence

lies in perfumes and cosmetic, they can also be worth examining for makers of fine spirits.



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<https://www.verescence.com/>

DECOTECH



Dedicated to the perfumes and cosmetics industries, decotech's offered services are impressive. They include a graphic arts department, package design, turnkey glass procurement, in-house lab testing, quality certification and documentation, protective packaging design and sourcing and, obviously, package decoration.



Among the decorative techniques available, perhaps the most intriguing is their metallization option because decotech offers a new technology that allows for translucent finishes as well as gradient fades. The creative potential goes even further with options for multicolour gradients and opacity fades on the same package, as well as texturing such as crackling or water drops.

This level of detail in metallized packaging is visually mesmerizing, but the company also claims it is environmentally friendly thanks to a closed-loop waste management system. Waste generated by the system is returned to the material supplier and re-processed to create new raw materials.

Another unique option is masking, which can be used along with all the other available techniques to achieve phenomenal effects. For instance, a frosted and metallized bottle might have a portion of the front masked to create an area of pristine glass to grant a view of the contents, or the design can make both front and back to offer a see-through effect.



decotech can decorate packages with silk screen printing, pad printing, digital printing, hot stamping, spray coating, frosting, decalling, chromography, labelling and gluing added elements to the package. Each

technique alone can create amazing results, but the company's artistic and technological expertise also grant clients the ability to mix and match these services for packaging that is guaranteed to stand out in a crowd of competitors.

Adding value to these services is decotech's offered reduction of a company's inventory and taking charge of vendor quality management. According to the company web site: "With our turnkey glass packaging services, our clients enjoy a customized, top-quality product with lower inventory costs, and reduced time-to-market. By working with Decotech, the only thing you will have to file under your inventory is the finished product."



An example of combining techniques, an organic gradient fade with a four colour silk screen print on the front

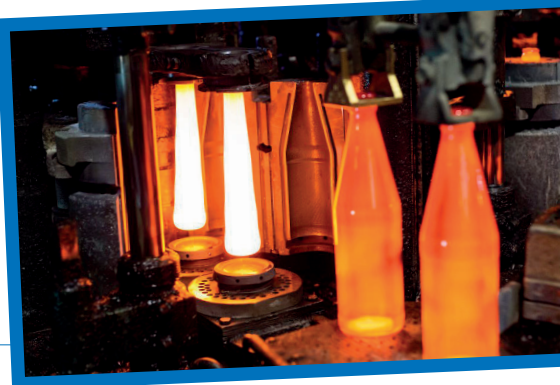
It's an impressive offer from an independent decorator that is also striving for eco-friendliness and adherence to higher quality standards for both their clients and employees. Companies looking for a new partner to work with on their perfume and cosmetics lines would be well advised to contact decotech for a consultation.

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PGP GLASS



With the broadest scope of packaging types, PGP Glass also has a wide range of decoration techniques to serve the specialty liquors, food, drink, cosmetic and pharmaceutical industries. As a part of Piralma Glass Private Limited, PGP Glass USA is one part of a vast network of glass experts who have a collective experience for all types of glass packaging. What's more, because PGP Glass operates both a glass factory and a decoration centre, they are capable of customizing stock moulds to tailor packaging solutions to every client's needs. This can include etching the moulds to add embossed effects, so even before proper decoration begins, clients can find a cost effective way to create packaging that is distinctly theirs.



CUSTOM GLASS PACKAGING

For clients in the pharmaceutical industry, PGP Glass can add PVC coating to packages for product safety applications. These can be applied to packages in a variety of shapes and sizes, and in a wide range of colours. They can be made translucent or opaque and can be decorated with pearlized or metallic fleck effects.



Across all industries, PGP Glass offers a complete suite of decoration options like screen printing, spray coating, ink transfers, decals, pressure sensitive labelling and assembly and gluing of added elements. As with other services in this showcase, clients can request combined techniques to further customize their decorations. An organic gradient spray paint combined with a metallic hot stamping? Sure, why not? Frosted spray with screen printing and a glued medallion? Let your imagination run wild.



These custom perfume bottles show how combined techniques can enhance any product

Once the perfect package for a client's product has been achieved, PGP Glass is ready to put in the extra work on custom shipping containers. They offer a range of packing options for six, twelve, twenty-four or more products, as well as a range of paper finishes, like glossy, mottled white, litho and others. Why send your gorgeously crafted product in a boring brown box when you can enhance the shipping container as well?



The focus of these profiles are on US facilities, but it bears pointing out that Piramal Glass has facilities in India and Sri Lanka as well, and each facility boasts a dazzling array of services and techniques. So whether you are an American producers of goods or an international corporation, PGP Glass is worth taking some time to research for new product packages.

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SRI CUSTOM GLASS DECORATOR



According to SRI's web site, "We craft eye-catching packaging décor in the food, beverage, cosmetic brands and candle ware." Should visitors expect to find samples of anything else on the site beside customized spirits and wine bottles, they'll be disappointed. But arranging a consultation should clear up questions that clients in any of the listed industries might have.

Like other companies in this showcase, SRI Custom Glass Decorator aims to be a full service solution to each client. They have a dedicated quality assurance department, a CNC shop for custom tooling, an art department for pre-press graphics work, and a group of craftsmen and craftswomen on board for product prototyping. The company boasts that it can trace every package they decorate from door to door, right down to the individual bottle.



Limited Edition bottles using a stunning screen-printed technique

With two locations in the United States (the HQ is in Ohio, with another facility in Georgia), they should also appeal to clients looking to lower the carbon footprints of their products by minimizing the distance between their packaging decorator and product filling facilities.



Obviously clients can expect to have their packaging modified with extra tooling or embossment, and from there, SRI has a full suite of techniques that can be mixed and matched to create the perfect packaging solution. They can use screen printing with partial coverage or full wraps, spray coating, spray frosting, labelling or shrink sleeving.

It cannot be overstated how the mixing of techniques can elevate a package from interesting to irresistible, so consider this project from Tenure England vodka, which combines frosting effects on the top and bottom of the bottle with a screen printed label on the front and a spray-coated image of a castle on the back that can be viewed through the vodka. Consumers poring over their many spirits options will immediately be drawn to this exquisite design, and as the maxim goes, “we taste first with our eyes.”



In a way, it's unfair to just list what decorators can do based on a list from their site. Site A has more options, so site B must be lacking. In this manner, it's hard to convey the dedication of the people behind that site, or the lengths they will go to make a client happy. SRI Custom Glass Decorator has a lot to offer, and should be contacted to show how far they can go for every client, big or small.

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SRI Ohio Inc.*

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MONVERA



Though the main page of Monvera's site claims the company specializes in decorating wine and spirits bottles, they also decorate food and cosmetics jars as well as pharmaceutical tubes and vials. Their real area of specialization is in screen printing, and their artists are capable of creating bold, attention grabbing designs for just about any product.

In addition to screen printing, they also offer UV and Pad printing. Designs can be printed on the

shoulders and necks of bottles, and the option for full wrap printing is available. Screen printing can be applied around the corners of square packages, and designs can have up to six colours.



Vivid colour combinations help these Almanac beers stand out on the shelves

According to the site: “Applied Ceramic Labels (ACL) are actually baked into the surface of the glass for a label as durable as the bottle itself – and a look that really stands out on store shelves.”

With emission reduction becoming a driving factor for more manufacturers, clients on the West Coast could be interested in buying locally to reduce carbon output in the delivery process, and Monvera's Richmond, CA and Napa, CA locations make them convenient and fast.



CUSTOM GLASS PACKAGING

Clients interested in learning more about the company can visit the site to request more information, or to book a tour to see the printing process in person.

While it is true that Monvera doesn't have the diversity of techniques of other companies in this showcase, the client looking for specialized screen printing can find a knowledgeable staff with a track record of proven successes in two convenient locations. Their expertise might be just what your package design needs, so contact them for more information.



Monvera
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MEPCO DECO

MEPCO
DECO



The Mepco web site boasts fast turnaround thanks to its 30,000 square foot, New Jersey-based facility hosting the latest technology for screen printing, hot stamping, banding, pad printing and labelling. They can work on a wide variety of packaging types and materials, and have over thirty years of experience in the business of customized containers.

Among their suite of decoration options, the company promotes the use of ultra-clear labels to achieve the look of screen printing with a lower investment cost. These decorations can be produced in smaller initial numbers, and ordered again should the need arise. This kind of solution is best for someone using the same package for multiple products, such as a small vineyard or a microbrewery.



Using just two colours, the screen print for Kanpeki vodka creates an elegant charm

The web site shares details of their history: "When the high-end cosmetics industry started to grow, it was no surprise that Mepco said 'yes' to new challenging projects from innovative brands, many of whom had been turned down by the competition. Seeing the

opportunity the cosmetics industry represented, Mepco recruited a luxury cosmetics packaging expert to lead a new division of the company focused on beauty products. Mepco also made a substantial investment in new equipment to provide specialty UV finishes and custom-designed in-house presses. With expanded capabilities, specialization in niche products became the driving force behind Mepco continued success."



This kind of commitment to investing in a new market also shows the company's confidence to tackle new projects or fields that other decorators might reject for being outside their range of services. They also maintain the ideal "no job too small or large," so they could be the



right choice for a small startup business or a large corporation.

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O-I EXPRESSIONS

O-I : EXPRESSIONS



O-I Expressions was covered two years ago as a startup with an idea that was simple, yet game changing: Digital printing and custom embossing in small batch numbers, even as low as one bottle. To be sure, with the backing of industry giant O-I, larger businesses and corporations can also stand to benefit from the technology for larger batches, and with many locations to ensure a reduced carbon footprint during shipping.

O-I Expressions also has a large catalogue of available bottles and food packages to begin the design process

with, and they offer some truly unique services not found anywhere else. A client looking to prototype new designs could request six designs on the same bottle type, and receive just those six bottles. That's the whole job, done quickly, and at a far lower cost than most package makers would charge for the same task.



Something else that sets O-I Expressions apart is their embossing services. They can make full wrap patterns, use multiple embossing designs in the same package run

and do all this at industrial printing speeds. This level of detail and the speed of delivery would already seem incredible before considering that this service is also available for micro-batch or limited edition products.

The quality and artistry that goes into every package has to be seen to be fully understood, so be sure to visit the company's web site to browse a curated collection of their satisfied clients, download a PDF, or schedule a consultation.



Bacardi's limited edition designs feature full-colour digital prints and striking embossing on the shoulders, front and back of the bottle

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