



mccTM
Premium Label Solutions

Beverage

**Enhance your beverage
with customisable, high-
impact label.**

Whether it's maximising your brand's shelf appeal or improving functionality, we collaborate closely with you to find the perfect label solution. Our expertise ensures your beverage stands out and meets all practical requirements, enhancing both its visual impact and usability.



Materials

There are many unique and alternative stocks that are ready to leave a lasting impression on your customers. The tactile experience that comes from touching a label can be just as valuable as its appearance. Some of today's options include:

- Uncoated
- Textured
- Glossy
- Pearlescent
- Shrink sleeves
- Sustainable specialty products



Embellishments and Effects

In a dynamic beverage market, finding the right label solution for your brand can be complex. From design to application, we actively partner with you to ensure your brand story is captured. Our extensive range of embellishments and decorative capabilities will be sure to set your label apart.

- Cut outs
- Double-sided
- Foil
- Silk screen
- High-build
- Emboss
- Debossing
- Textured coatings
- Special effect inks
- Shrink sleeves

Print Capabilities

With our range of print solutions and technologies, MCC can help you achieve your packaging goals:



Offset/Flexographic

- Fast and efficient for medium to high volume print runs
- Suitable for a wide range of materials
- Uses spot and process colours
- Inline embellishments and finishing

Digital

- Ideal for short runs, multiple variants, and frequent artwork changes with near-perfect registration
- Suitable for a wide variety of substrates
- Uses CMYK plus opaque white, green, orange and violet for bright and vibrant print plus special colours are available
- Matched with offline embellishments and finishing
- Exciting personalisation opportunities through variable content strategies



Lowering Impact

Material choices that help by reducing environmental impact



Reusability

Labels that support the reusability of the original container



Enable Recycling

Labels that enable the recyclability of the product packaging



Inclusiveness

Solutions that facilitate a more inclusive society

Whether we've worked together before or this could be our first joint venture, we're excited to get the conversation going.

