



# ICE WATER RESISTANCE IN BOTTLE LABELING



72%

of wine drinkers make the decision to purchase based on the label alone

**THIS MEANS** Label integrity is important for maximum shelf impact!



How often do your labels end up swimming in ice water?



OR



Slipping off the bottle due to condensation?

## THE SOLUTION?

An adhesive that provides ICE WATER RESISTANCE ensures your bottle's integrity and brand appeal!



We can help you get right adhesive for your bottle labeling application. Contact RS Industrial at 1-800-844-1740 or visit our website at [www.rsindustrial.com](http://www.rsindustrial.com).

Sources: <http://www.craftbrewingbusiness.com/packaging-distribution/measuring-impact-labels-craft-beer-purchases/>