

## **ICE WATER RESISTANCE IN BOTTLE LABELING**





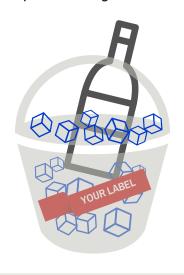
of wine drinkers make the decision to purchase based on the label alone

## THIS MEANS

Label integrity is important for maximum shelf impact!



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





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.

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

