

Heineken Thermo-chromic Beer Label

Mechanic

Chilled Beer Bottle Label

Aim:

Heineken wanted to test consumer acceptance for switching to a special plastic bottle during a 3 month summer promotion in France in 2015.

Traditional glass bottles are heavier and more expensive to transport and to manufacture than plastic bottles. Easily recyclable and unbreakable plastic bottles for mineral water have already supplanted the majority of glass bottles.

The creative was to use a thermo-chromic bottle label on a new plastic bottle, to indicate when the Heineken beer is chilled and refreshingly cold enough to drink.

Solution:

To achieve this, LCR developed the correct red thermo-chromic ink colour, in a gravure ink, to match the Heineken brand. The design of the wrap around OPP label incorporates red thermo-chromic ink in the central iconic Heineken star motif.

Being white at room temperature when the beer is purchased, the Star turns conspicuously to a striking Heineken red when chilled.

To gravure print this onto new clear wrap-round labels, the film was reverse printed by Constantia (Multi-Color Corporation) in Germany with passes of thermo-chromic ink onto a clear primer, dried and backed with a white, before the adhesive was applied.



Watch the video [here](#)



The result was a success and a dramatic advert was created for a social media campaign.

To show how cold and refreshing the Heineken is, the Heineken star on the label turns red once the beer is chilled to below 6C.

Because glass feels colder in your hand than plastic, even when at the same temperature, Heineken wanted to visibly show that the beer was as cold and was perfect and ready to drink.

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