



*"When you only have seconds to capture consumers' attention, shelf impact is absolutely vital..."*

Pamela Thornton, business development manager, beverages,  
Avery Dennison Label and Packaging Materials.

## Roll-fed sleeve helps Main St. Café™ smoothies connect with consumers

For more than 100 years, Gehl Foods has been committed to producing premium dairy products for its customers. Over time, as new technologies were introduced in the industry, the company has remained on the forefront of applying these innovations to the dairy business.

The market for dairy products has changed to the point now where dairy-based drinks have become another beverage option along with your standard collection of carbonated soft drinks, fruit drinks, energy drinks, etc. Gehl Foods has grown from a regional producer to a national pioneer of fresher-tasting, shelf-stable dairy foods available outside the dairy case.

## New Label Captures Quality and Leverages Shelf Appeal

Looking to find a competitive edge at the shelf, Gehl Foods used its innovated aseptic process to launch a set of shelf-stable smoothie drinks under its Main St. Café™ brand of protein smoothies. The yogurt-based drink line launched in 2011 and comes in three flavors—strawberry, peach and mixed berry. The product has an unrefrigerated shelf life of up to six months.

Each 11-ounce serving is formulated with real yogurt, contains 10 grams of protein, 30 percent of the daily recommended value for calcium and is made fresh on site. The aseptic process heats the product to a food-safe temperature and then bottles it in a sterile environment. Aseptic locks in freshness without the need for refrigeration, preserves the fresh flavor and eliminates 100-percent of potential foodborne pathogens that can compromise food safety.





“ We wanted to get away from a comparison to traditional milk... Our product is not only targeting the beverage aisle for placement, but is also moving into the vending channel—which is typically difficult for dairy products. But aseptic packaging makes it possible. ”

*John Slawny, vice president for sales and marketing, retail products, Gehl Foods*

To secure the right kind of package decoration to complement the core brand value, Gehl Foods turned to Avery Dennison Label and Packaging Materials for a solution. Along with aesthetics, the label needed to fit within a high-speed production line at an affordable price. Polyphane™ Fit roll-fed sleeve (RFS) label material from Avery Dennison Label and Packaging Materials was the answer.

“We wanted to get away from a comparison to traditional milk,” said John Slawny, vice president for sales and marketing, retail products, Gehl Foods. “The RFS label gives the premium look of the higher-end protein and weight- management drinks, as well as the luxury of the Frappuccino products. Our product is not only targeting the beverage aisle for placement, but is also moving into the vending channel—which is typically difficult for dairy products. But aseptic packaging makes it possible.”

Targeted primarily to the beverage category, Polyphane Fit roll-fed sleeve labels offer a shrink ratio that is among the highest available. This feature allows companies such as Gehl Foods the opportunity to use a broader range of contoured bottles. Main St. Café smoothies were the first beverage brand to use this label technology commercially in North America.

“When you only have seconds to capture consumers’ attention, shelf impact is absolutely vital,” said Pamela Thornton, business development manager, beverages, Avery Dennison Label and Packaging Materials. “The opportunity to combine the physical shape of the package with eye-catching labels offers a compelling way to differentiate national and private label brands. It’s even more critical when you’re launching a new product.”

## Combining shelf appeal with sustainability

When it comes to plastic labels, in general, the Association of Postconsumer Plastic Recyclers (APR) recommends the use of plastic labels with a specific gravity of less than 1.0. These are preferred because they are easily removed in conventional water-based density separation systems. Label systems that sink in water because of the choices of substrate, inks, decoration, coatings an top layer should be avoided.

The Polyphane Fit roll-fed film label is the only commercial shrink sleeve solution that is recyclable within the current sink/float bottle-to-bottle recycling stream, and with this offers an enticing array of marketing attributes.

The 360-degree package design gives Gehl Foods the opportunity to take full advantage of the ability of the PET container to deliver differentiation through its classic milk-bottle shape. This impact creates a package that definitely gets noticed, which improves brand recognition, increases shelf appeal and spurs sales.

The film is a proprietary polyolefin that is machine direction orientated, which provides high tensile strength properties and excellent on-press stability. Its superior optics deliver excellent clarity, exceptionally low haze, and very high gloss, making the Main St. Café labeling and packaging stand out at point of sale with an eye-catching presentation of the brand graphics.

“ We are packaging today’s dairy trends to fit consumers’ busy lives, Main St. Café combines the appeal of foodservice smoothies and niche protein products in a fresh, simple way for the broader beverage market. ”

*John Slawny, vice president for sales and marketing,  
retail products, Gehl Foods*

The white labels carry \_\_\_\_\_ colors and are printed UV flexo. Visually, the Main St. Café Protein Smoothie bottles appear to have a no label look—which is a key attribute of the Polyphane Fit film. The labels feature the company logo and an appealing fruit graphic for each of the flavors—strawberry, peach and mixed berry. The product is targeted primarily to younger consumers and is positioned next to the soft drinks and juices in the beverage aisle.

“We are packaging today’s dairy trends to fit consumers’ busy lives,” Slawny said. “Main St. Café combines the appeal of foodservice smoothies and niche protein products in a fresh, simple way for the broader beverage market. We have future plans to move the Main St. Café lattes into this new packaging format in 2013 as well.”

When successful packaging and products are combined, the competitive landscape becomes smaller. The ability to leverage brand position through product differentiation at the shelf is key to driving market share.



1688, 09/12, PDF

©2012 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. Personal and company names and other information on samples depicted are fictitious. Any resemblance to actual names and addresses is purely coincidental. Polyphane™ Fit is a trademark of Polysack Ltd.



Label and  
Packaging Materials

**Asia Pacific**

32/F., Skyline Tower  
39 Wang Kwong Road  
Kowloon Bay,  
Kowloon, Hong Kong  
+852 2802-9618

**Europe**

Lammenschansweg 140  
2321 JX Leiden  
The Netherlands  
+31 71/579-4100

**Latin America**

Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876-7600

**North America**

8080 Norton Parkway  
Mentor, OH 44060  
800.944.8511