

A Case Study of Custom Branding Whiskey Glass Bottle

The distillery today pays more attention to make the impressive bottles to attract the customers buying. When you go to a bar or a restaurant, take a look at the wall behind the bar. You will likely discover that vodka bottles have become decorative objects. Many distillate brands, especially Whiskey or vodka brands often embellish their bottles to impress the public. Many consumers consider vodka quite a neutral spirit and find it hard to capture all the nuances that differentiate one brand from another. Therefore, many consumers are inclined to choose the most beautiful bottle which will also look great in their homes.

In this article, we will share a case study of custom decoration glass bottle based on existing popular shape (*Boston Round Glass Bottle*).

1. Listen to client's design idea



The client is from Scotland, owning a blending Whiskey distillery. *Scottish whisky* is among the world's most revered spirits. He wants the Whiskey will give the drinker a quite special experience, like getting a shower, reading a book, having a travel or something very relax. He chose amber Boston round glass bottle shape with capacity 500ml. Boston round glass bottle is easy to hold in the hand, strong with small mouth, which give the consumer an idea of drink slowly and moderately. As we know, Whiskey is very strong contain high alcohol no less than 40% ABV.

The surface will be frosted. We can find some perfume glass bottle with frosted surface, showing a luxury image and saying, "the inside product is a secret". In Scotland, there are varying styles Scottish whisky, some are flavoured heavily by peat and smoke and other are light and fruity. It's a complex process – whiskies from different distilleries have characters all their own and don't always blend happily with certain others – which is why the art of blending is so skilled and recipes are a closely guarded secret.

On the frosted surface, there will be directly printing branding name and slogan. In the middle of glass body, a label sticker is designed.

Regarding the closure, also need to print directly on the surface with branding name. Whether craft, mainstream or alcoholic, no whiskey bottle can be complete without the perfect closure to top it off. It can make the entire opening experience. A cap's core function is to keep the bottle contents airtight. But it can also illustrate your brand's identity and emphasis its visual appeal to the audience. Although there is small space it has a big personality.

2. List the Main Challenge Process

The full glass bottle surface needs to be smoothly and evenly frosted especially make sure the bottle's neck. Because the neck part is smaller than the body, easy to be missed frosting.

Printing the words clearly and use the right font.

Make sure the printing words is aligned in the middle of the cap.

3. How We did it

We make 20 samples first for client's approval. Then based on the client's feedback to fulfill the mass production. We use a fixture when printing the cap and make sure all the white printing letters are aligned evenly and in the middle.

"W" of Experience whisky is slightly thicker than other letters.



Inconsistent character weight in the logo

Woven feels like it is in a smaller font than the text around the outside. This could be because the ink has been applied more heavily on the outside words. Can we check it matches the logo supplied or achieve more even ink distribution?

Many (about 1/3) of the caps had misaligned placement of the roundel logo on the capsule. We would like it in the middle every time.



4. Client's Comment

The client is very satisfied with our mass production bottles. He commented the finished bottle is elegant and the appearance of bottle is pure, tidy and we turn the design to a real bottle. It is extremely awesome.

Conclusion

The client chose an existing mainstream bottle style called Boston Round Glass Bottle then decorate it with a unique branding. Opening a mold to make a custom shaped glass bottle can spend lot of time and invest lots of money. It is a good idea to choose a mainstream bottle when the ordering quantity is not so large. We believe the most important thing is deeply communication with the clients, understanding what the real branding story is and know how to proceed the decoration. We made the sample first then listed what is the challenge and how to avoid mistakes. Based on the feedback of samples, we can confidently make continuously progress in batch production. We are very happy to know client is satisfied with our job. We will always listen to the client, providing the final exceeding expectation glass bottles.



