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packaging made better

Refreshing a Global Water Brand

Precise Color-Management and Regulated Packaging Production Standards Keep the Nestlé Pure Life Global Re-Design Launch Right On-Time and Under Budget

When a last-minute, on-press production issue threatened both the budget and the launch date of the Nestlé Pure Life water re-brand, Nestlé Waters North America turned to the expert packaging solutions team at CSW to take their new look from an on-paper design concept to an on-shelf reality.



A Little Background

In 2011, following impressive sales growth the previous year, Nestlé Waters North America (Nwana) was looking to give their growing purified water brand, Nestlé Pure Life, a refreshing facelift. The brand, which had been sold in Canada and the U.S. since 2002, was now in the hands of the CSW and Nestlé creative teams – to implement a new look that would more closely reflect the pure essence of the popular brand.

The Marketing Challenge

The goal of the rebrand was simple: To enhance the identity of Nestlé Pure Life and continue its growth as the leading purified water brand in North America.

There was just one problem. Once the re-designed elements had reached each of Nestlé's six North American printing presses for testing, a last minute production issue stopped the project in its tracks. In the process of evaluating dozens of samples for print quality and graphic impact, the team discovered that the ink simply wasn't reproducing onto the shrink-film packaging the way they had imagined – endangering the upcoming re-launch date and Nestlé's budget.





CSW guides the NPL Global Redesign from image engineering to color management, prototyping, press-side support, and post-run analysis.

The CSW Solution

As the strategic supplier of packaging graphics and tooling for NWN's printing suppliers for over seven years, CSW embraced the challenge and got straight to work. Rather than scheduling a second press run to re-test the graphics, which may have threatened the February 2012 launch date and added significantly to the project cost, the experts had a better solution. With creative input from the team at Nestlé, in just one week, CSW was able to produce a variety of color accurate, rapid-response prototypes, on actual production substrates for Nestlé to review. With the prototypes so close to the real thing, both Nestlé and their agency partners felt no hesitation signing off on the new graphics and ink formulation for final production.

With the visual and ink combination determined, the primary opacity issue was solved – but as far as CSW was concerned, the job was not quite complete. After conducting extensive press profiling and gaining a comprehensive understanding of the nuances of each of Nestlé's converters in preparation for the initial testing, CSW was able to produce the brand's high-definition printing plates, implement color reproduction standards,

and develop a fool-proof, manufacturing quality assurance process for all six facilities. With regulated standards in place, no matter which converter produced the Nestlé Pure Life packaging, every piece would now be completed to the precise branding and premium color specifications of the approved prototype.

The Outcome

Despite a major potential setback, the re-launch schedule was back on track. Armed with the necessary tools, standards and on-press assistance from CSW, Nestlé Pure Life's printing converters were all set up for flawless execution of the product's new, impactful brand packaging. Not only did the project remain on schedule and under budget while in the hands of CSW, but when millions of cases of NPL hit the shelves in February of 2012, each one made a splash with a bright, new look that had consumer heads turning.

Today, the team at CSW continues to exceed the expectations of NWN with their consistently on-time, on-budget, strategic packaging solutions that play a major role in the company's multi-million dollar annual growth.

About CSW, Inc:

Since 1937, CSW, Inc. has been making packaging better for our clients. Some of the largest brand-name clients around the world use CSW because of its consultative style of doing business, coupled with control and ownership of flexographic printing assets to enhance product packaging quality, reduce production costs and speed time to market.