



CASE STUDY

CLIENT Tusk Estates Cabernet
PROJECT Intricate Arrestox Screen Printing on High-End Wine Packaging



EXECUTIVE SUMMARY

Well before the first taste, consumers of luxury food and beverage products have to be convinced of a product's place in the realm of finer things. There is no better way to build a sense of luxury into product packaging than by employing multisensory special effects printing techniques, particularly techniques built around the sense of touch.

No sense conveys the aura of luxury as much as feel. That's why leading brand managers of exclusive products like to ensure that their products are encased in packaging that feels luxurious, with coatings that reproduce the feel of silk, linen or velvet. "Soft touch" and other forms of textured packaging are used to sell everything from iPhones to expensive cosmetics.

No matter how wonderful the product, a consumer's first tangible experience is likely to come through its packaging—particularly with high end bottles of wine, and that's exactly what we achieved for a high-end cabernet.

*Like vintners, we'll run
batch after batch until we know
we've got it exactly right.*

THE NUMBERS

Brand: Tusk Estates, an Oakville, California winery launched in 2008

Product: A highly-rated Napa Valley cabernet that in 2011 was described as a "a perfect experience of pleasure." At \$868 a bottle, Tusk cabernet was listed as California's third most expensive wine in 2017.

Market: Tusk cabernet is sold through an exclusive wine club in limited quantities. The first three vintages have sold out, all of which feature special effects printing by H&H Graphics.

THE CHALLENGES

The makers of Tusk had a mammoth challenge: they wanted their logo reproduced as small as possible, a tiny symbol of a rare luxury—on a backdrop of ivory linen. They wanted the look and feel of an etching in miniature. This was not a project for an ordinary printing company. The challenges included:

- The box was created with Arrestox, a 100% cotton product used to create the appearance and texture of linen—it's a perfect choice for conveying sophistication and elegance, but also quite absorbent with a texture that creates variances in the surface that could not be corrected with primer or filler
- The client wanted its finely-sketched logo printed very small without losing any detail
- A second box required the creation of a custom orange color, which took H&H Graphics 10 minutes to match

THE H&H DIFFERENCE

At H&H, we love difficult projects and we specialize in multisensory special effects, like textures that convey luxury and exclusivity. We knew it was important not to compromise on the linen-like texture that the client wanted for its boxes, even though the material created a challenging surface



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for reproducing a finely rendered drawing. The look of ivory linen conveys a sense of luxury on a level that transcends texture to create an emotional appeal to the consumer's good taste. Despite the challenges, it was definitely the right effect for giving this wine the stamp of a luxury brand. Luckily for H&H, our dedicated R&D department, with 40 years of screen printing experience, gives us a steep advantage on projects like this. Screen printing allows an artisanal range of customization and fine tuning. And we're perfectionists.

THE PROJECT

Prior to H&H Graphics getting involved, Tusk Estates had used another printer to reproduce their mammoth on a stick-on label, which was to be applied to the boxes. The printed stickers, however, did not create the sense of elegance a box containing a wine that has sold for more than \$800 a bottle had to convey. The company scrapped the stickers and the project ended up at H&H, where we knew we could achieve the effect this client needed.

It was a near perfect match of project and aptitude. At H&H we promise "anything but ordinary." It is no coincidence that that is exactly the kind of thing that reviewers say about the wines produced at Tusk Estates.

Luxury branding requires an attention to detail that has to carry through every aspect of a product's packaging and promotions. Screen printing allows an artisanal range of customization and fine tuning unavailable with other printing methods. Like the creation of a fine wine, there's a surprising level of hand-crafting to the process of special effects screen printing. Like vintners, we'll run batch after batch until we know we've got it exactly right.



We ran numerous test runs of this project, reducing the image little by little, adjusting the angle and distribution of the ink until the effect was perfect: an incredibly detailed ink rendering on an elegant cloth backdrop with no blurring or loss of fine lines. It was as lovely to the touch as it was to the eyes.

ABOUT TUSK ESTATES CABERNET

Tusk is a luxury wine created in a joint venture of three friends who share a passion for food and wine: "Tusk is the wine we were born to create; the loving result of our passion, commitment and belief. Born from the best vineyards in Napa Valley, we believe that Tusk is master winemaker Philippe Melka's finest masterpiece and has become the next great luxury brand." More: www.tuskestates.com

ABOUT H&H GRAPHICS

H&H Graphics works with brand managers, ad/marketing agencies, and commercial printers to increase product sales by engaging consumers with multisensory printing effects for retail packaging, displays and more. The award-winning R&D department of H&H Graphics creates custom inks and coatings that achieve any desired look, feel or smell with the highest quality and performance, complemented by a level of client service unequaled in the industry. Example special effects include thermochromic, glitter (never rubs off), gloss, matte, scented, scratch-off, glow-in-the-dark, and textures. H&H Graphics was founded in 1978, is a certified woman-owned company (WBE certified) and has won numerous Graphic Excellence Awards for client projects. More: www.hhgrfx.com