

## marketingnotes

### Designer proves masterful with mixes



Blending an established brand identity with an updated packaging design was the challenge met by Flowdesign, Inc., of Detroit when it refreshed the look for New Albany, IN-based American Beverage Marketers' line of 11 cocktail mixes. Replacing a decade-old package, the new format for Master of Mixesw begins with 1.75-L PET and 1-L glass bottles supplied by Grafco PET Packaging Technologies and Owens-Illinois, respectively. The previous unadorned, straight-shouldered bottle design is replaced by one molded with a textured swirl pattern on the shoulder. This swirl is repeated in the custom-painted images of frosty, stirred cocktails unique for each variety that appear on the bottle's clear p-s label. Converted by Epson Hillmer Graphics, labels are letterpress-printed in six colors, screen-printed in one color and hot-foil-stamped in gold. Circle No. 232.

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