



Lokales Wasser

Premium Wash-off labelling for a premium water brand

Lokales Wasser

Case study



Zurich-based water brand Lokales Wasser was looking for a packaging solution that would fully reflect its brand values. Improved sustainability was crucial, and the bottle also had to convey a sense of pure, premium contents.

As a locally sourced and locally distributed product, the water was already meeting many criteria for good sustainability. What was also needed was a way to implement returnable bottles, to minimize environmental impacts still further. The water is supplied to restaurants and hotels in Zurich, so a returns system for collecting the bottles was already in place.

Creating the solution

The chosen solution had to deliver bottles that could be rinsed and re-used up to 30 times. Leo Becker, sales manager from Avery Dennison said that labelling technology was a critical issue: “Lokales Wasser was open to ideas on the right solution. What mattered was overall sustainability performance, and that meant choosing a label that would not compromise re-use. In addition, of course, the label had to deliver maximum visual appeal for what is a premium water. We needed to make sure that bottles would look right for consumers in a restaurant environment. The specific brief in this case was for a clear, minimalist, ‘no label’ look – which demands excellent adhesive performance, without hazing.”

Label converter VollherbstDruck GmbH approached Avery Dennison for the right materials, and we recommended Wash-off PET19/PP50 CLEAR W7600-PET23 on a glass bottle. Stefan Vollherbst, CPO, from VollherbstDruck said that qualification of the ground-breaking product was straightforward, and confirmed all of the benefits on offer:

“This is a material with very high clarity, and that clarity is retained after lengthy immersion in water or in humid, chiller-cabinet conditions. Adhesive and facestock performance and printability were great, and we were able to achieve a bottle design that looked as if it had used direct print, with an almost invisible label material.”

Product information

There are four products in the Avery Dennison Wash-off range. Two of them come complete with overlaminate for surface printing, and two offer the option of sub-surface printing. All four constructions use two film layers that expand at different rates when they are immersed in a standard hot washer (at an eco-friendly temperature of only 65°C). Labels curl as a result of the expansion, allowing easy removal. Both the adhesive and the inks remain on the label for minimal washer water contamination and clean bottles, ready for re-use. The PET liner used during label production can be recycled in widely available facilities.

Urs Grütter, CEO, from Lokales Wasser was delighted with the finished result: “We have a bottle that properly reflects the quality of our water, and one that gives our customers in restaurants and hotels the image they need. The sustainability gains we have made are tremendous, and therefore this is a solution that gives us everything we were looking for.”



For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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