



For an increasing number of consumers, particularly millennials, water is fast becoming the healthier beverage of choice – a fact not lost on food-and-beverage giant PepsiCo.

The company is betting big on its new premium bottled water product, LIFEWTR, set to launch in the US in February 2017 in 700ml and 1L versions.

LIFEWTR is a purified water that is pH balanced with electrolytes for taste. But it is much more than good for you.

The premium bottled water is also a multidimensional experience, combining pure taste with exciting, standout visuals, sleek bottle design and sustainable packaging – things that create an authentic connection to today's consumers, particularly image-conscious millennials.

In fact, according to Brad Jakeman, president of PepsiCo's Global Beverage Group, LIFEWTR is a brand with a purpose. A purpose that is realized by the brand's unique labels.

Designed "... to help emerging artists make it and be popularized and get into pop culture," LIFEWTR labels showcase the work of different

# PepsiCo's new LIFEWTR connects with consumers through art, design and sustainability

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**Kathy Peterson**  
films product manager for Avery Dennison Label and Packaging Materials - North America

artists and photographers, changing multiple times a year. First to be featured are mural artist MOMO, transatlantic duo Craig & Karl, and large-scale painter Jason Woodside. The artists and their work will be further promoted on the LIFEWTR website.



## The art of the label

Highly graphic with bold colors and a strong, tactile feel, LIFEWTR labels really set the brand apart. “We believe the biggest equity of this brand is the label,” said Seth Kaufman, chief marketing officer of PepsiCo North America Beverages. He contends that the creative labels play strongly into today’s social-media driven culture. LIFEWTR, he says, “has a beautiful piece of art on it. We think it’ll connect with consumers in a more inspirational way.”

Collaborating on the label design, production, application and performance was Constantia Flexibles, a leading innovator and supplier of film pressure-sensitive labeling. Headquartered in Cincinnati, Ohio since 1982, Constantia Flexibles provides the labels for many of the world’s leading beverage, food and personal care products.

“We worked with PepsiCo from the beginning to help realize their vision for LIFEWTR in a very short timeframe,” said Dan Muenzer, vice president of Marketing for Constantia Flexibles. From evaluating the art and determining the best film material gauge for the wrap labels, to identifying the tactile coatings and matte finishes that would best meet the design intent, our experts were intimately involved in the process.”

Unique to the LIFEWTR labels is the sensory approach taken by Constantia.

“The tactile element of the design was critical,” commented Dan. “We tested various tactile coated label samples before going to line tests to assure that the coatings would survive the filling and shipping process. Our work paid off. To date we have shipped over 30,000,000 LIFEWTR labels. Each labeling qualification for the different bottles has gone very well.

## Label sustainability, too

Knowing PepsiCo planned on using PET bottles for LIFEWTR, Constantia recommended creating the labels with the Avery Dennison CleanFlake Adhesive technology and film material. CleanFlake utilizes a water-based adhesive, which cleanly separates during the PET plastic recycling process. This results in pure PET flakes, the conservation of virgin PET resources, and less landfill waste.

“Along with health, sustainability is a growing concern for consumers,” says Kathy Peterson, films product manager for Avery Dennison Label and Packaging Materials - North America. “CleanFlake is the perfect choice for a company like PepsiCo. The clear on clear film not only increases the visual appeal of the brand, but the adhesive also enables the entire container to be recycled after its use which will further resonate with the LIFEWTR audience.”

## Delivering what consumers want

A healthier beverage with no artificial ingredients. A shot at high profile success for emerging artists. Beautiful, colorful labels that virtually jump off the shelves. A sleek, contemporary bottle design that serves as a fashion accessory for today’s image aware millennials. And a sustainable label solution that helps the environment. LIFEWTR offers an authentic connection to consumers on many levels. And PepsiCo is betting that one of those levels will be sales.

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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Label and  
Packaging Materials

**North Asia**  
5th Floor, Hongye Park  
1801 Hongmei Road,  
Xuhui District 200233,  
Shanghai, China  
+86 21 33951888

**South Asia Pacific and  
Sub-Saharan Africa**  
460 Alexandra Road,  
PSA Building  
#28-02/03, Singapore 119963  
+65 6430 7000

**Europe**  
Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 85 000 2000

**Latin America**  
Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876-7600

**North America**  
8080 Norton Pkwy  
Mentor, OH 44060  
800.944.8511