

# Chadwicks Sleeves Gives iShot a Kick Start

Leading shrink sleeve manufacturer Chadwicks has helped provide the kick start needed for All Day Energy Ltd as it launches its new exciting product, iShot.

Chadwicks has produced highly attractive shrink sleeves for All Day Energy Ltd for its new range of energy drinks called iShot .

All Day Energy is one of the first of Chadwicks' customers to make use of its pioneering new 3D proofing software called Quadaxis , a programme designed to facilitate the mock-up stages of development alongside the originations support and project management services offered by Chadwicks.

Richard Cutworth, business development manager, at Chadwicks said: The energy drinks market is a dynamic one with many major players fighting to be the best. That's why it was important to set iShot apart from its rivals by creating a striking sleeve that would make it stand out from the crowd.

We strive not only to provide our customers with quality, leading packaging solutions, but to also offer unrivalled customer service, which we have become renowned for among our customer base.

Kursat Uysal, director at All Day Energy Ltd, said: We were really impressed by Chadwicks' friendly yet professional approach and the speed of turnaround on this project was outstanding. From design development to 3D proofing, mock-ups to the choice of material and trials, Chadwicks went through the whole process with us and provided regular progress updates, making it one less thing for us to worry about.

Launching a new product is always daunting so it was important for us to choose a packaging supplier that could meet our needs and Chadwicks has certainly surpassed all our expectations.

iShot is scientifically developed to give sustained, healthy energy and focus for hours within minutes in a 60ml handy bottle. There is zero sugar, zero sodium and a low calorific content. iShot is developed for working people with active and challenging lifestyles and is available in two ranges: All Day (Original) and Decaff (Acai Berry).

iShot energy shots draw on the invigorating properties of herbs like Green Tea, Siberian Ginseng and Guarana, to help increase energy levels and focus naturally. They contain a big boost of vitamin B Complex to enhance energy production along with amino acids for focus, stamina and recovery and powerful antioxidants that neutralise toxins and improve health.

Chadwicks is part of the Flexible Packaging Division of the Clondalkin Group which has more than 40 manufacturing sites located across Europe and North America.

To find out why Chadwicks is one step ahead of the competition, call 0161 763 2100 or visit [www.chadwicks-sleeves.com](http://www.chadwicks-sleeves.com)

ENDS

Issued on behalf of Chadwicks by Adessi

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Notes to editor:

About Chadwicks:

Chadwicks, based in Bury, Greater Manchester, is the UK's leading manufacturer of pre-cut lids to market sectors including food, dairy and beverage markets and exports 50% of its output as far afield as the Far East and Australia/New Zealand. Recently moving into the shrink sleeves market, Chadwicks now offers its

reputable levels of service, quality and innovation to this related market. To find out more about why Chadwicks is one step ahead of the competition visit [www.chadwicks-lids.com](http://www.chadwicks-lids.com) or [www.chadwicks-sleeves.com](http://www.chadwicks-sleeves.com) or phone 0161 763 2100.

About iShot:

Entering the very fast growing \$ 600 million/annum energy shot market is the iShot (Intense Energy Shot). A stimulating new range of liquid energy products produced in the UK and scientifically developed with a unique combination of B Vitamins, Amino Acids, Antioxidants and Herbs. iShot is designed for working people with active lifestyles and comes in a small, convenient 60 ml. bottle. 1 bottle of iShot provides sustained, healthy energy, increased focus, improved emotional status all day long without the extra calories and crash caused by excessive amount of sugar you may get from canned energy drinks.

There are 2 ranges in the category both with zero sugar, zero sodium and low calorific content. iShot All Day and iShot Decaff.

iShot is the most powerful energy shot in our range to provide hours of extra energy during times of peak mental and physical exertion. Original flavour is unique to iShot and already the favourite within our staff and participants of our energy survey.

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