

# SMOOTH SLEEVES FOR HERBERTS ICED COFFEE

Herbert's Fairtrade Iced Coffee has been given a look as smooth as its contents thanks to leading shrink sleeve manufacturer, Chadwicks.

Innovators in shrink sleeves Chadwicks has created a contemporary new sleeve for Metro Drinks Herbert's range of bottled iced coffee, which is perfect poured over ice or straight from the fridge, at home or for people on the move.

The sleeves are printed using seven colours UV Flexo on a 50 micron film, with a surface printed matt lacquer finish to give the sleeve a premier look and more tactile feel.

Herbert's Iced Coffee is available in two flavours, Latte and Mocha.

Richard Cutworth, business development manager at Chadwicks Sleeves, said: Herberts products are some of the best on the market. The brand holds great values with products containing only real fairtrade ingredients, including not only the coffee bean, but the sugar and the cocoa that is added to achieve its unique taste.

We developed a sleeve that would reflect these high values, creating a bespoke packaging solution that tailored perfectly to the shape of the bottles. We always go that extra mile for all our customers and strive not only to provide quality, leading packaging solutions, but to also the unrivalled customer service for which we have become renowned in the industry.

Paul Bendit of Metro Drinks Ltd, said: This was our first project with Chadwicks who managed to impress us from the start. We needed a reliable packaging supplier that could deliver a fast turnaround for us, whilst maintaining the highest levels of quality and ongoing customer service throughout, and Chadwicks certainly delivered.

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 more about why Chadwicks is one step ahead of the competition visit [www.chadwicks-lids.com](http://www.chadwicks-lids.com), or call +44 (0)161 763 2100.

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Issued on behalf of Chadwicks by Adessi

For more information contact Adessi on:

Tel: +44 (0)113 256 9999

Fax: +44 (0)113 256 9989