

# SPIRITS PACKAGING SOLUTIONS

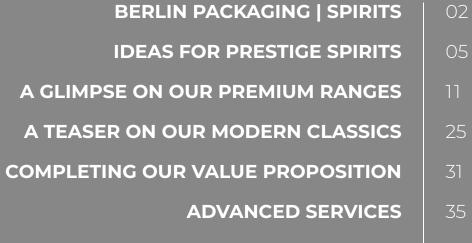




Berlin Packaging EMEA is part of Berlin Packaging, the World's Largest Hybrid Packaging Supplier® in glass, plastic, metal packaging, and closures. The company is a One Stop Packaging Shop that brings together the best elements of Design & Innovation, Manufacturing Services, and Customer Solutions for the packaging industry. Berlin Packaging is the only player that can offer such a complete range of

Berlin Packaging is the only player that can offer such a complete range of services and supports clients during the entire packaging cycle.





- **REFERENCES** 4
- LET'S STAY CONNECTED 44

# **BERLIN PACKAGING | SPIRITS**

#### WE GROW ALONG WITH THE SPIRITS BRANDS WE SERVE

Berlin Packaging Spirits boast more than 40 years of experience in the special packaging industry: glass, closures, decorations, and more. Berlin Packaging global capabilities are the platform on which we build our standing as subject-matter experts, enhancing the potential of spirits brands with our advanced services and packaging focused on being aesthetically attractive, industrially viable, and sustainabilityoriented. Our versatile business model allows us to partner with spirits brands at any stage of their development, adapting our value proposition to any segment of the industry: from craft producers to independent distillers to major brands.

#### **ONE STOP SHOP MODEL**

Our end-to-end approach to the spirits market embraces market intelligence, design thinking, industrial relations, and customer solutions. It becomes a real one-stop shop value proposition, fully tailored for our valued customers: packaging design, bottle, cork and seal supply, quality management, sustainability consulting. As market and industry experts we help our customers to simplify their complex value chain and cut the time to market for their innovative projects.





## **OUR WAY OF WORKING**

#### MARKET TRENDS AND INSIGHTS

#### Data Analysis and field research

We are data-driven and we are trend researchers, we analyze data from the best sources available, while we continuously gather direct insights from the industry: our intelligence on the spirits market is both quantitative and qualitative. Intelligence is needed to interpret the trends and to work with our valued customers to anticipate them together.

The present competitive landscape mixes the two main trends of premiumness and sustainability in spirits: we are ready for these challenges, partnering with our customers.

#### **DESIGN THINKING**

#### A choral method of Innovation for Spirits Packaging

We believe that innovation starts by market listening and a choral collaboration: we involve several teams to get the best from their specific expertise. A back and forward movement to reach disruptiveness in spirits packaging industry, boosted by the great contribution of our Studio One Eleven, an excellence in industrial design and packaging engineering.

#### **END MARKET LOGIC**

#### We always focus on the spirits end market

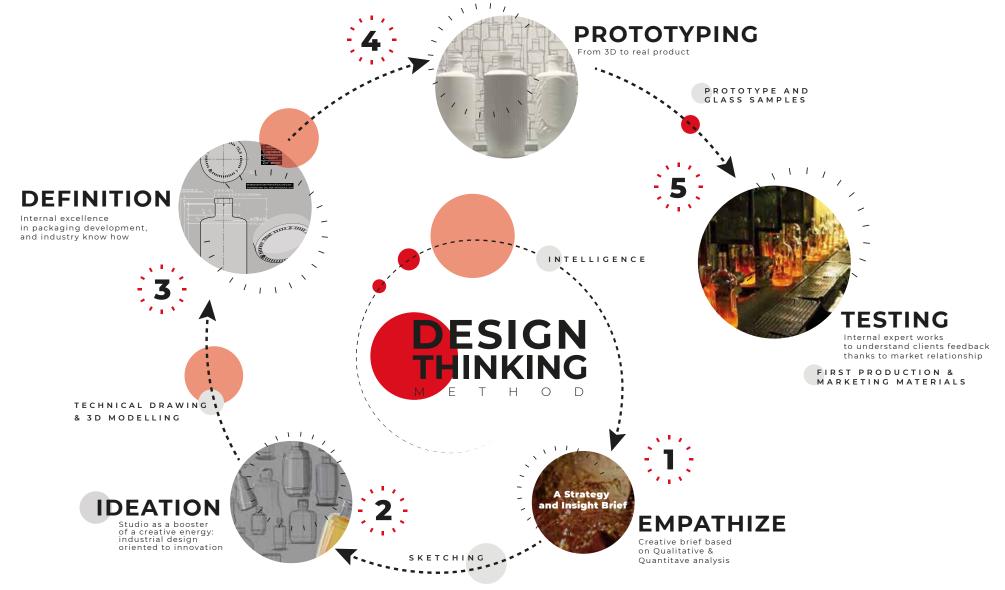
We design corporate patented items, and we work on customized and bespoke solutions to support distillers in all the declinations of their value proposition.

Our activity is oriented to provide a tailor-made packaging for any kind of spirit category, for all its price bands.

We try to propose bottle designs that are in full harmony with the content, be it whisky, gin, brandy, and as well we try to offer variety in shapes and importance of the packaging for the segmented brand lines of our customers.

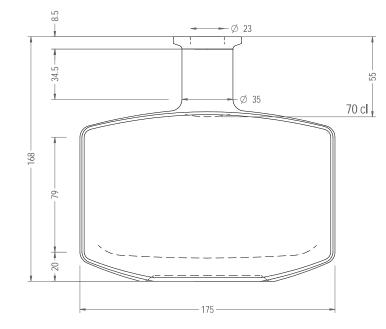
## DESIGN THINKING APPLIED TO SPIRITS PACKAGING

Here follows a deep dive on the phases of the method we apply for the development of spirits corporate patented items, to always serve the market with ready to use models to highlight spirits products. Each phase benefits of the expertise of a specific team, from product developers to marketeers to sales managers.



# IDEAS FOR PRESTIGE SPIRITS

TINA CÔME MOMENTUS EL REY TINA

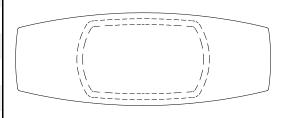


Exclusive, contemporary. The TINA carafe accomplishes the feat of presenting a design that is pure, evident, attractive, and at the same time, clearly distinctive in the already quite cluttered world of super-premium carafes. In terms of design, simplicity always surprises with its clarity.

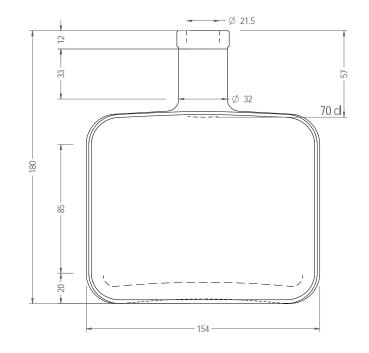




Nominal Capacity ml	700
Weight gr	1000
Height mm	327
MaxØ/diagonal mm	175
Finish type	BP
Finish Dimension mm	23



## CÔME

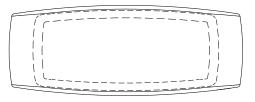


A good design, worked down to the smallest details. CÔME is one of the most emblematic models in the range, achieved through a successful combination of gentle and refined shapes, and a strong and structuring rectangular façade. Such a design demands perfect proportionality and meticulous attention to details. In the end, everything is nothing but natural, luxury, and harmony.



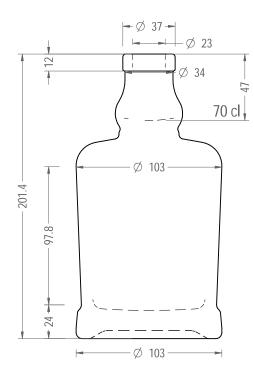
Nominal Capacity ml	500	700
Weight gr	750	900
Height mm	164,5	180
MaxØ/diagonal mm	139,5	154
Finish type	В	В
Finish Dimension mm	21,5	21,5

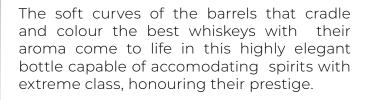




PATENTED MODEL

#### MOMENTUS

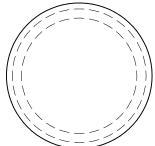




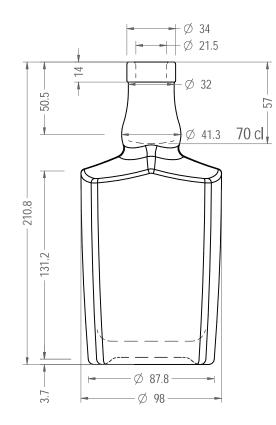




Nominal Capacity ml	700
Weight gr	950
Height mm	201,4
MaxØ/diagonal mm	103
Finish type	В
Finish Dimension mm	23



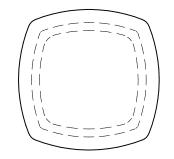
#### **ELREY**



A fine, noble, regal bottle: its square shape, refined by the sinuosity of the neck, gives a unique and prestigious air to this packaging dedicated to high-end spirits, worthy of a king.



Nominal Capacity ml	700
Weight gr	950
Height mm	210,8
MaxØ/diagonal mm	98
Finish type	В
Finish Dimension mm	21,5

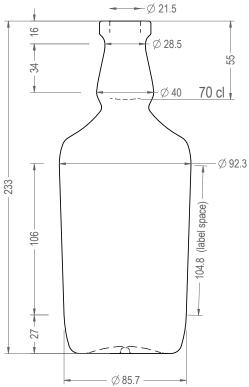




# A GLIMPSE ON OUR PREMIUM RANGE

SERAPHINE JUNDO MODISH SUPREME ALFIE BEBEL OTTO KYOTO CLEEF NORAH HARON PACHO SUPREME

#### SERAPHINE

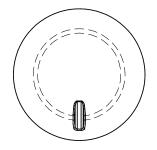


An elegant design reinterpreting Rum and Whisky classics. A soft way of innovating a shape through a balanced work on details: the body conicity, the still neck profile, the shoulder: all these elements tend both to a classical aspect and an innovative look and



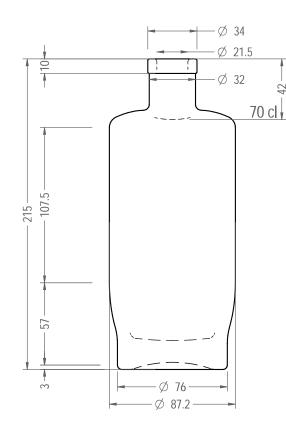


Nominal Capacity ml	700	750
Weight gr	700	700
Height mm	233	233
MaxØ/diagonal mm	92,3	94,5
Finish type	FVL	FVL
Finish Dimension mm	21,5	21,5



feel.

#### JUNDO

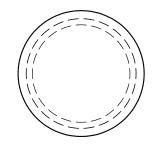


This packaging revisits the most classical and traditional forms thanks to fresh and youthful features. The heavy base narrows the silhouette towards the bottom, revolutionising the linearity of the design and elevating the product to a new level of originality.

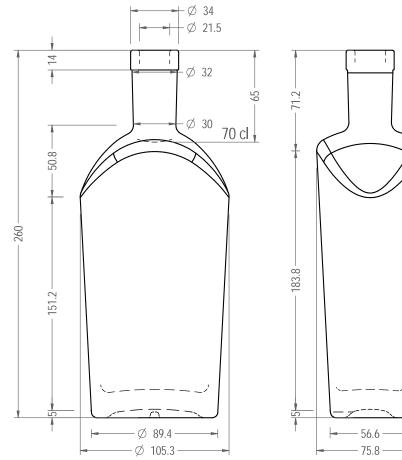




Nominal Capacity ml	500	700
Weight gr	600	750
Height mm	194,4	215
MaxØ/diagonal mm	78,9	87,2
Finish type	FVL	FVL
Finish Dimension mm	18,5	21,5



## **MODISH SUPREME**

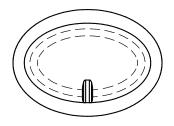


An aura of prestige envelops this bottle, giving it eternal charm that leaves one breathless: the transparency of the glass embellishes the broad and dynamic form of the body in a perfect blend of geometries.

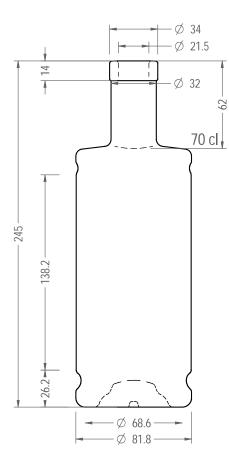
Nominal Capacity ml	500	700
Weight gr	600	762
Height mm	235,6	260
MaxØ/diagonal mm	95,1	105,6
Finish type	FVL	FVL
Finish Dimension mm	21,5	21,5







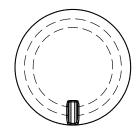
#### ALFIE



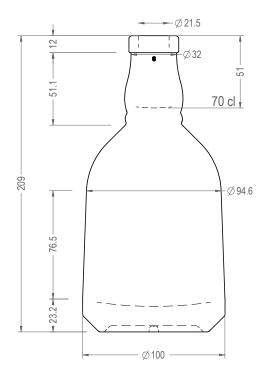
Prese | 1005 mel 211 | MATCH BUTHLES

The result of a passion for research, Alfie's strong distinctive traits give the spirits personality: the essential quality of the lines and minimal characteristics are embellished with two rings in a play of modern shapes.

Nominal Capacity ml	500	700
Weight gr	450	600
Height mm	223,1	245
MaxØ/diagonal mm	73,3	81,8
Finish type	FVL	FVL
Finish Dimension mm	18,5	21,5



#### BEBEL

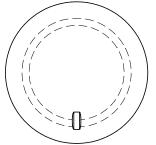




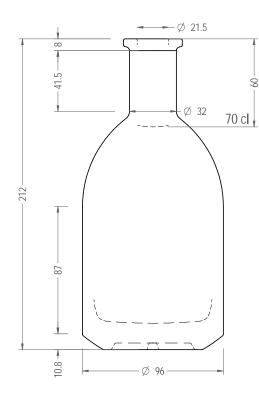


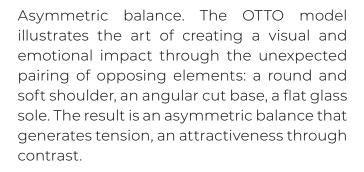


Nominal Capacity ml	700
Weight gr	700
Height mm	209,5
MaxØ/diagonal mm	100
Finish type	В
Finish Dimension mm	21,5



ΟΤΤΟ

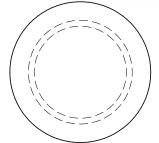




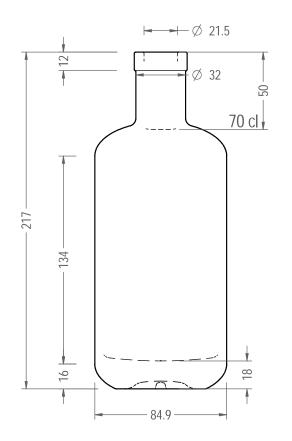


Nominal Capacity ml	500	700	750
Weight gr	500	750	750
Height mm	18,82	21,2	21,2
MaxØ/diagonal mm	85,0	96,0	98,8
Finish type	BP	BP	BP
Finish Dimension mm	21,5	21,5	21,5





ΚΥΟΤΟ

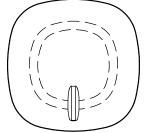


A bottlle aiming to versatility in the premium segment for brands looking for squared options. The rounded corners help to soften the product image, allowing as well creative options for labelling. The important straight neck makes the bottle suitable both for premium gins but also for whiskies and rums aiming to a minimalistic look.

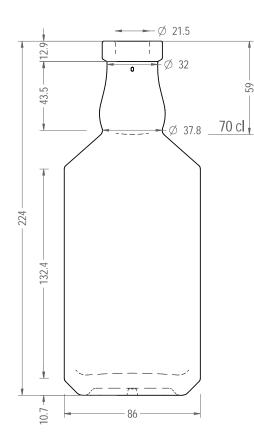


Nominal Capacity ml	200	350	375	500	700	750
Weight gr	300	400	400	500	785	785
Height mm	147,6	175,8	175,8	192	217	217
MaxØ/diagonal mm	58,1	67	68,6	74,8	84,9	87
Finish type	FVL	FVL	FVL	FVL	FVL	FVL
Finish Dimension mm	17,5	18,5	18,5	21,5	21,5	21,5







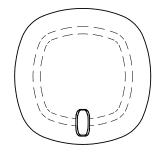






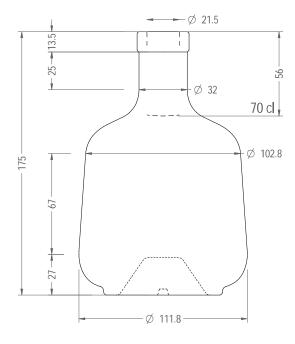
An option designed for whiskies with a powerful brand identitiy. The squared base offers a well defined labeling surface, while the distinctive still neck immediately brings the end user to a clear «whisky mood». The shoulder presents an inclined profile that creates harmony between the body and the neck of the bottle, allowing the different elements to have a global organic image.

Nominal Capacity ml	700
Weight gr	700
Height mm	224
MaxØ/diagonal mm	86
Finish type	В
Finish Dimension mm	21,5



PATENTED MODEL

### NORAH

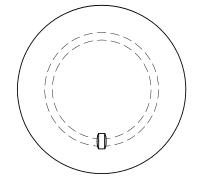


A design solution aiming to versatility. The base, the shoulder, the tight neck, work together to create a contemporary, smart elegance, adaptable to an important variety of spirits: from modern brandy, to premium gin, to special editions of flavored spirits.

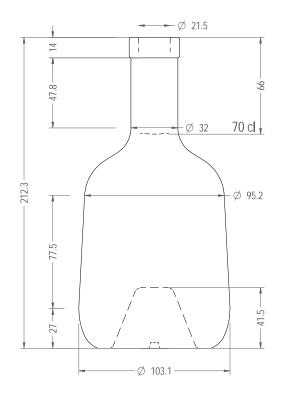




Nominal Capacity m	l	700
Weight g	r	650
Height m	m	175
MaxØ/diagonal m	nm	111,8
Finish ty	/pe	В
Finish Dimension m	hm	21,5
	•	



#### HARON

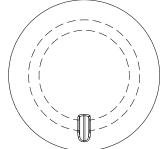


A delicate conicity, a bold picure and a long neck are the key features of this bottles that can be a great packaging for several prodct categories in the premium segment. The mix of design elements allows Haron to be at the same time immediate and refined.

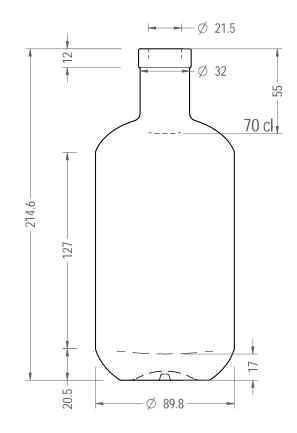




Nominal Capacity ml	700
Weight gr	600
Height mm	21,3
MaxØ/diagonal mm	103,1
Finish type	В
Finish Dimension mm	21,5



#### PACHO

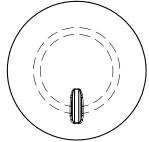


Simple and on-trend, this cyclindrical bottle features elegant bevelled shoulders and a heavy base identifies its preciousness and purity of the line.

1	
-	-

Nominal Capacity ml	50	100	200	200	350	375	500	700	750
Weight gr	100	170	300	300	400	400	500	740	750
Height mn	n 98	115	144,5	150,8	167	167	184	214,6	214,7
MaxØ/diagonal mn	n 41,2	50,4	62,2	62,2	72,8	74,5	81	89,8	92
Finish typ	e PP	В	В	PP	В	В	FVL	FVL	В
Finish Dimension mn	n 18	14	17,5	28	18,5	18,5	21,5	21,5	21,5





#### **PACHO SUPREME**

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35.3-

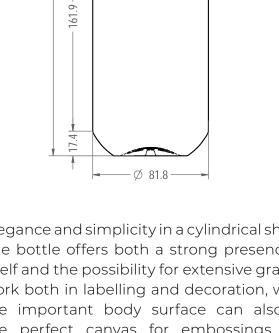
250 -

-Ø 21

Ø 32

59

70 cl





Elegance and simplicity in a cylindrical shape. The bottle offers both a strong presence at shelf and the possibility for extensive graphic work both in labelling and decoration, while the important body surface can also be the perfect canvas for embossings and customizations.

Naminal Canacity ( m)	500	700	700	750	1000
Nominal Capacity ml	500	700	700	750	1000
Weight gr	500	740	450	750	750
Height mm	223,6	250	256,6	250	273,8
MaxØ/diagonal mm	72,1	81,8	77,9	83,8	89,5
Finish type	FVL	FVL	PP	В	FVL
Finish Dimension mm	21,5	21,5	31,5	21,5	21,5



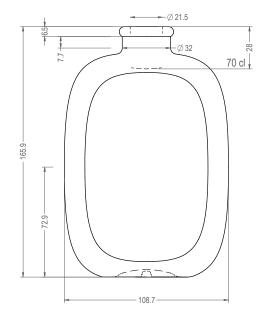


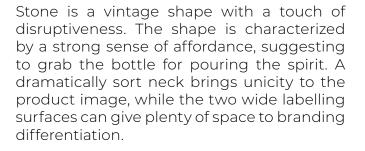


# A TEASER ON OUR MODERN CLASSICS

STONE LUMIERE ALCHEMIST HELIUM MIXOLOGY

#### STONE

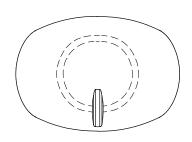




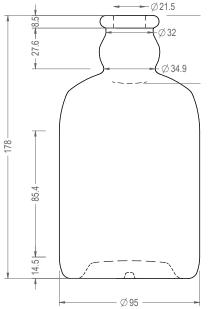


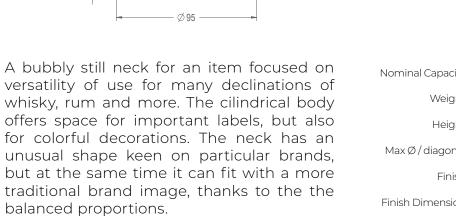
Nominal Capacity ml	500	700
Weight gr	400	500
Height mm	150,4	165,9
MaxØ/diagonal mm	97,8	108,7
Finish type	R	R
Finish Dimension mm	21,5	21,5





#### LUMIERE

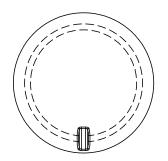






B
LUMIERE

Nominal Capacity ml	500	700
Weight gr	400	500
Height mm	159,7	178
MaxØ/diagonal mm	85,2	95
Finish type	R	R
Finish Dimension mm	21,5	21,5



#### PATENTED MODEL





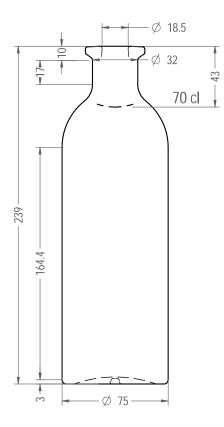
A timeless mood inspired by chemistry: here we can see the reinterpretation of a chemical flask that links craft gins and bitters to the essence of distillation process. The neck finish and the flat shoulder are design touches that complete a minimalistic shape with rich details.

Nominal Capacity ml	500	700
Weight gr	400	500
Height mm	154,8	172
MaxØ/diagonal mm	89,7	99,7
Finish type	BP	BP
Finish Dimension mm	18,5	18,5





### **HELIUM MIXOLOGY**







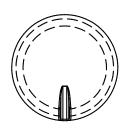
Helium Mixology combines the sustainability approach with a timeless design. It is developed in lightweight and half flint glass (up to 75% recycled glass), ensuring a fresh look with no needed compromises on glass quality.



ClimatePartner certified product climate-id.com/AQB2EY



Nominal Capacity ml	500	700	1000
Weight gr	350	400	500
Height mm	211,3	239	262,3
MaxØ/diagonal mm	68,8	75	85,4
Finish type	BP/VL	BP/VL	BP/VL
Finish Dimension mm	18,5	18,5	18,5





# COMPLETING OUR VALUE PROPOSITION



## DECORATION

Our commitment to excellence extends to our comprehensive decoration services. Whether you desire the timeless elegance of screen printing, the luxurious allure of hot stamping, the precision of inkjet printing, or any other specialized decoration technique, we can support you. Elevate your brand's image with our range of decoration services, where creativity knows no bounds.



Screen printing is well-known decoration method and it has never lost its classical elegance effect.

It is possible to use ceramic inks or organic UV activated inks to replicate any color reference. Screen printing can be combined with coating to achieve complex, full body designs.





As for screen printing, this technique works the same way by directly applying precious metals like gold, platinum and copper onto the glass surface.

Thus giving an extremely luxurious and shiny effect that elevates the bottle's perception.





HOT STAMPING ELEGANT AND VERY VISUAL

This special printing technique allows to transfer pre-dried ink or foil to a surface at high temperature, reaching very elegant visual effects, similar to the ones obtained by direct application of precious metals (shiny and mirroring look).

It can also be combined with coating for a more sophisticated outcome.





**INKJET** OR 3D DIGITAL PRINTING

A digital printing technique allowing to reproduce complex "photographic" images without limitations colorwise and also compared to screenprinting - to have a bigger printable area working closer to edges of the bottle. The application of multiple layers of ink gives a relief effect that can simulate glass embossing. A protective transparent lacquering is applied at the end of the process resulting in a shiny effect.



#### Discover more on our offer for spirits packaging: spirits.berlinpackaging.eu





When coating a bottle a pigment is shot on the glass by dedicated pistols placed along the decoration line, in order to cover the entire surface or part of it.

It's possible to use different pigments to achieve different effects: transluscent. glossy, matt and soft touch.





FOR IMPACTFUL PRODUCTS

This technique allows to achieve a full metal looking product.

Metal particles are applied in a vacuum machine to the bottle surface, creating a thin metallic film providing a shiny look, ideal for very impactful products.





LABELLING AND SLEEVING

We specialize in cutting edge craft distillery and micro distillery label solutions with a focus on superior quality, innovation, and brand recognition. We can also assist you with your liquor bottle label design.

Applying a sleever allows to play with designs wrapping the whole bottle body. creating colourful products.





**SUBLIMATION** WATER TRANSFER TECNIQUE

Sublimation consists in a water transfer that allows an image to be «wrapped» onto any body shape.

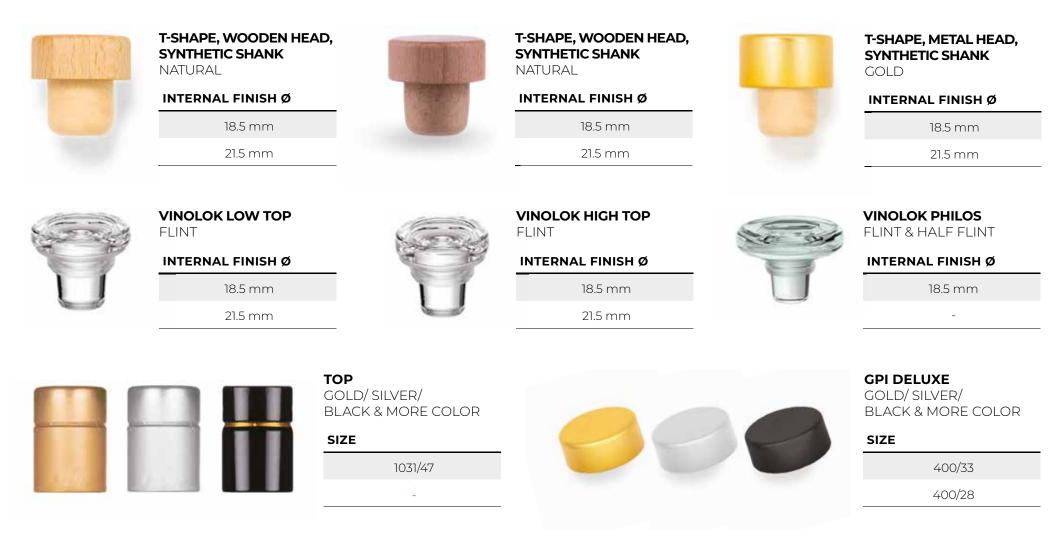
This transfer technology is mainly used to decorate products with irregular shapes.



## **CLOSURES FOR SPIRITS**

No package is complete without the right closure. We can provide a complete offering of closures in different materials and types, for both unique and standard bottle shapes, as well as services for personalized closures.

Closures can be customized with embossed logos, unique colors and even tailored shapes to create distinctive packaging solutions.



Get in touch for exploring our wide closure offering and the endless possibilities of customization

# ADVANCED SERVICES

## U the INNOVATION O ENGINE of 1 BERLIN PACKAGING

### WHO WE ARE

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We are a group of creative experts dedicated to sustain and strengthen Berlin Packaging as the one-stop-shop leader in the market. With over 60 professional designers, engineers and strategist across 8 locations in North America and EMEA, we come in when the level of innovation, complexity, and/or customization requires an out-of-the-box tailor-made approach to packaging.

### WHAT WE DO

We create innovative design solutions working closely with all stakeholders involved, providing an advisory role from branding to final product creation that is offered to our customers as evidence of our commitment and partnership approach. The services we offer include:

- Strategy & Insights
- Sustainability Consulting
- Brand & Graphic Design
- Product & Package Design

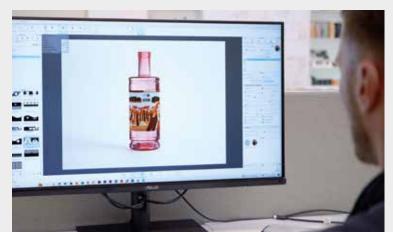
- Prototyping & Decoration
- Regulatory Guidance
- Engineering and Production
  Support

## HOW WE DO IT

We deliver the most effective result to each of our customers. Our business model maximizes the value chain of the entire product creation. Our capabilities, size, and independence from any material or production process ensure us the freedom to always look for the best.







# DELIVERING PRACTICAL CREATIVITY TO SERVE YOUR BRAND

### CUSTOMIZING OUR EXCLUSIVE MODELS FOR YOUR BRAND

Our patented models offer room for personalization, making each product distinct without needing significant investment or extended timeframes. We specialize in embossing and debossing, elaborate pattern development, custom neck finishes, and base alterations. We allow our customers to test the market with one of our available, exclusive models and grow with them until they are ready to customize the bottle, supporting them in on-brand packaging realization.

### PIONEERING COMPLEX 3D DEVELOPMENT AND ENGINEERING

Often brands have a design vision that pushes convention and tests the boundaries of what is possible. We assist by leveraging our engineering skills and industry knowledge to bring these concepts to life. Our diverse design team and deep industrial process understanding help clients launch disruptive packaging innovations

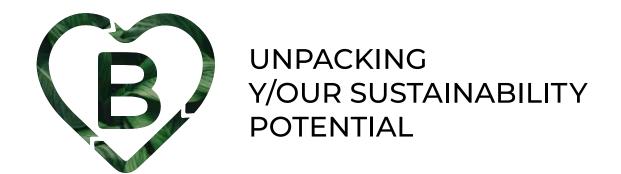
## FROM SCRATCH CREATIVITY

We collaborate with clients to design entirely new packaging, beginning with a market insights and project goals. We transform concepts into reality through creative exploration, 3D modeling, prototyping, and production using cutting-edge technology. Our expertise extends to customized closures and complementary packaging components, reflecting our dedication to crafting outstanding packaging in true partnership with clients.









As Hybrid Packaging Supplier<sup>®</sup>, we pursue our sustainability vision from the very beginning, by conceiving, designing, and branding our solutions to optimize the balance between maximum performance and minimal environmental impact.

# OUR SUSTAINABILITY

We believe the perfect package is about more than just protecting and preserving the product inside. It's about differentiating from the competition, standing out on the shelf and online, creating an effective and memorable user experience, and equally as important, protecting and preserving the environment for generations to come.

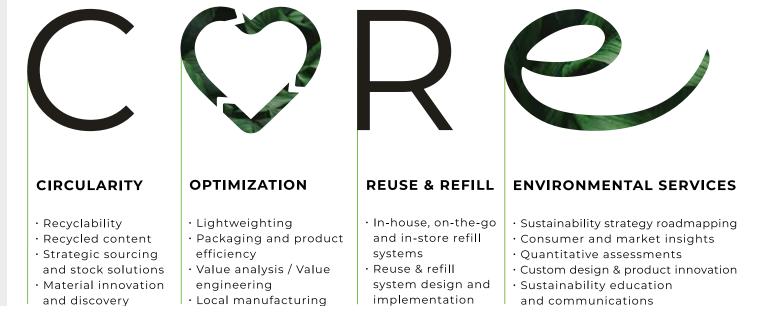


## OUR SUSTAINABILITY

At Berlin Packaging, we aim to be an industry-leading provider of sustainable packaging products and services.

### OUR SUSTAINABILITY APPROACH: THE C.O.R.E. MODEL

Our sustainable packaging strategy revolves around three principles: circularity, optimization, and refill and reuse. By advancing innovation in these key areas, we develop industry-leading sustainable packaging solutions for our customers.







#### SUSTAINABILITY EDUCATION & COMMUNICATION

We train our customers to capture and retain value, and help them write substantiated and quantifiable sustainability claims.

#### **CUSTOM DESIGN & PRODUCT INNOVATION**

We develop bespoke sustainable products with our in-house design engine Studio One Eleven, leveraging on our global network of partner.



#### QUANTITATIVE ASSESSMENTS

We measure and compare the environmental impact of packaging to guide decision-making, and we assess product recyclability criteria.

#### **CONSUMER & MARKET INSIGHTS**

We identify sustainability drivers and provide insights and update that drive changes.



#### SUSTAINABILITY & STRATEGY ROAD MAPPING

We support our customers in defining their product sustainability strategy and build comprehensive circularity roadmaps for their projects. We are committed to **leading the future of sustainable packaging.** As a company, we are dedicated to **driving positive impact for our people and our planet. Our ESG strategy focuses in fact on unpacking sustainability potential,** whether it be within our own company, for our customers, or with our supplier network and partners.

# NVIRONMENTAL

We will do our part to fight climate change by minimizing our environmental impact and offering sustainability-focused products and services to our customers across all end-use markets and geographies

# OCIAL

We pledge to promote a culture of sustainability throughout the packaging value chain, from our customers to our suppliers, within our teams, and in the local communities in which we operate.

# OVERNANCE

We strive to create sustainable growth by promoting the values of integrity and respect, and by earning trust with all our internal and external stakeholders alike.



# REFERENCES

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### **EL BOCOY**

AWARD WINNING PACKAGING AND BRANDING FOR WHISKY

We had the pleasure of collaborating with the distillery Bodegas Dios Baco supporting them as one stop shop. We developed the branding and naming, the glass structure, the closure and also the secondary packaging. This project was recognized as Best Class in Brand Marketing, Premium | Luxury category at the 2023 Pac Global.



### **GIN MILANO** CREATED TO CELEBRATE ELEGANCE.

The lines of the bottle are particular and highly distinctive. The biggest challenge was the creation of the bottle's silhouette, which starting from a wide shoulder, narrows into a slender body, to expand again to the base; where to embellish it, the brand logo was embossed, reminiscent of the Duomo di Milano (Milan Cathedral).



### **FOUR CORNERS**

A SUPER-PREMIUM GIN MADE WITH BOTANICALS

The aim was to feature the elegance of the art deco era. The Vinolok Deco Closure with the newly designed Four Corners bottle looks seamless and the whole pack is recyclable, including the Vinolok closure.

### ARGOTIER

A SUSTAINABLE AND IN-HOUSE CREATED BOTTLE

The right choice for Argotier, french brand of organic cocktails, was Helium Mixology. Helium Mixology bottle is fully aligned with the Argotier values of sustainability, allowing also relevant space for branding.



### **HYDE** IRISH WHISKEY

The company was looking for a modern bottle with beautiful curves but with the tradition pure white flint glass feel available in different capacities, communicating the handcrafted nature of HYDE Irish whiskey.



### **LA GRAPPA DEL NONNO** GRAPPA

For this rebranding, the Alfie model seemed a perfect choice. Its design represents the essential quality of the lines and minimal characteristics embellished with two rings in a play of modern shapes.



#### AMARO CAMATTI THIS PROJECT WON 3 MEDALS AT THE WORLD LIQUEUR AWARDS.

Amaro Camati unique packaging combines tradition and innovation: the shoulder is more rounded, giving the product a more sinuous and modern look, together with the label that is in line with the historical image.



### BULLARDS

PACKAGING WITH THE "TIPSY ANCHOR"

Customized project, developing a project that conveys the idea of a premium bottle anchored to the past with a look to the future. Iconic shape inspired by the Bullard's chimney stack and completed by a beautiful and functional closure.



### LET'S DEVELOP YOUR PACKAGING TOGETHER

We would love to help you develop your project. We are a partner in packaging solutions, offering a wide range of bottles, jars, closures, as well as decoration and other value – added services.



Discover more on our offer for **Spirits packaging!** 

# BERLIN PACKAGING: OUR COMPANY AROUND THE WORLD

With 100+ years in the packaging industry and a global network of suppliers and warehouses, we provide amazing packaging to customers.





spirits.berlinpackaging.eu