

Labels from Three Anderson & Vreeland Partners Help Chicago Brewery Launch New Product

Anderson & Vreeland, a leading manufacturer and distributor of digital and flexographic printing equipment and software worked with Hybrid Software, GMG Color, and Screen USA to create and produce labels and packaging for a new beer produced by Church Street Brewing company in Chicago, and soft-launched at Labelexpo in September.

Bryan, OH ([PRWEB](#)) September 01, 2016 -- Anderson & Vreeland, a leading manufacturer and distributor of digital and flexographic printing equipment and software teamed up with three of its partners to create and produce labels and packaging for a new beer from Church Street Brewing in Itasca, IL. The beer, wrapped in the new labels, will be soft-launched at Labelexpo in Chicago.

Dynamic process

The new labels designs were incorporated into a streamlined workflow driven by PACKZ and PRINTPLANNER software from Hybrid Software that coordinated processing the job within a native PDF workflow.

Next, software from GMG Color—SmartProfiler, ColorProof, and ColorServer—took advantage of the PDF workflow using what GMG Color calls a RIP-agnostic workflow that enables consistent accurate color on both conventional and digital presses.

Finally, a Screen Truepress L350 UV from Screen USA printed the labels using UV inks on a metallized substrate with all the vibrant colors on full display.

The process highlighted the exceptional end-to-end workflow from design through printing that was empowered by clear communications among all the stakeholders and the connectivity of Hybrid, GMG and Screen technologies.

Free samples

The results will be on display at Labelexpo, September 13–15 at Rosemont Convention Center in Rosemont, Illinois. Labels will be printed in the Screen booth and attendees will be able to obtain a bottle of Special Hell, the new German-style beer from Church Street Brewing.

The complete story of the process is available in a special white paper, “Chasing the Three-Foot Effect” which is available at www.futureoflabels.com and will be available at Labelexpo.

“In a time of ever-tighter print windows and shorter runs, using the right mix of equipment and software can make the difference between meeting or not meeting deadlines, satisfying customer needs,” said Dave Miller, Business Director | Digital Solutions for Anderson & Vreeland. "From mapping out the workflow to color management to reliable high speed inkjet UV printing, these companies streamline every step of the label production process." added Miller.