

# Case Study



## Labels to Extend Your Branding Beyond the Can

### THE GOAL

A brewery based in Honolulu, HI, built its business on four core values: adventure, fun, community, and authenticity. After five years, it has a cult following and wants to extend its packaging beyond the can as part of its anniversary celebration and provide additional fun for its customers!

### THE SOLUTION

Custom Label developed a piggyback label for Hana Koa Brewing Co. A piggyback label consists of two labels, one on top of the other, applied simultaneously. The bottom label is permanent and stays attached to the surface, while the top label can be removed and reapplied. Hana Koa's top label can be removed and acts as a sticker that can be added to the consumer's water bottles, coolers, or cars.

The piggyback label allows company branding to live beyond the life of the package, extending its reach in the marketplace while providing an element of fun and lasting impressions.



Contact Custom Label to discuss how we can bring your packaging vision to life.

Centrally located in Livermore, CA, we encourage you to schedule a plant visit to see us in action. We will always have time for you.

7800 Patterson Pass Road, Livermore, CA 94550

Email: [info@customlabel.com](mailto:info@customlabel.com)

Phone: 510-876-0000

Web: [customlabel.com](http://customlabel.com)