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Vibrant Graphics supplies labels for big-name conference

MILWAUKEE -- AET Films is a leading manufacturer of specialized polypropylene films in North America, and Vibrant Graphics has a hand in making their annual AET Label Institute a success.

The conference will be staged the first three days of March in Miami, Florida. Held only once every few years, it brings in high-profile domestic and international companies, including Coca-Cola and Kraft, to hear from experts about rising topics in the label industry. A diverse audience that includes vendors, customers, printers, and injection molders gathers to network, learn what's new, and gain crucial information about fellow participants in the supply chain.

AET Films wanted to give attendees an eye-catching take-home piece to commemorate the event, and that's when they called on Vibrant Graphics for help. In recent years AET has worked to enhance and commercialize their injection in-mold films portfolio, and they wanted to showcase these capabilities. They recognized Vibrant Graphics' unique position in the industry as one of the first digital printers to enter the in-mold market, and gave them the job based on these credentials. AET partnered with Vibrant to supply high quality digital labels to Dynamic Drinkware, who is molding special stadium cups specifically for the conference. The cups feature AET's logo and information about the event, serving as an attractive and functional piece of memorabilia.

"AET Films chose Vibrant Graphics as a partner for this event knowing their first-class print quality, as well as their quick and efficient turnaround time would be required for the project," said AET Account Executive Mike Demchinski. "The premium stadium cups will demonstrate AET's in-mold label film capabilities and serve as a nice take-away for those whom attended the event."

Vibrant Graphics manufactured the labels for in-mold label technology, which involves molding the label directly into the product on-site, and requires a high degree of technical skill and aptitude. The company partnered with industry expert Joe Hirtzer to pioneer the first digital roll to roll IML application, which featured cut in place die cutting, in North America. This permitted the use of thinner films and reduced cost for the molder, promoting greater sustainability.

Based in Milwaukee, Wisconsin, Vibrant Graphics specializes in digital printing, with a core competency in in-mold labeling and variable imagery. The company strives to provide the consumer goods industry with high quality, variable image print labels, as well as other printing services.

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