



Application Note

LCR Hallcrest
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Thermochromic Ink used for Coors Cold Activated Bottle Label

Coors a leading beverage manufacturer was looking for a novel approach to communicate the association of cold and their beverage. A referral to Coors was generated because of the Hallcrest reputation as an innovator in the development of unique, interactive graphic communication tools.

The LCR Hallcrest team responded rapidly to customer needs with solutions that generated a unique thermographic color changing label that exceeded expectations and is the centerpiece of a National Marketing Campaign.



LCR Hallcrest Thermochromic ink products were customized to produce a dramatic and vibrant cool temperature indicating label. The LCR Hallcrest Thermochromic label is interactive and will transform a label graphic from white to blue when chilled indicating a “**Cold Activated Bottle**”.