

Chiller ink on display

PROMOTA member B&H Colour Change Ltd are launching a new microsite for drinks brands showcasing the group's latest cold-reactive inks.

The specialist printers have also teamed up with Belfast-based promotional marketing agency Elevator, to create a thermochromic chiller indicator POS cards to support the launch of the new Carling Thermochromic Can.

Smart packaging and the creative use of specialist ink

technology plays an increasingly important role in the way drink brands interact with their consumer audience, by enhancing the product, differentiating the brand from its competitors and increasing sales volume.

The chiller indicators display a thermochromic area in the shape of a can which turns a vivid blue when 6C is reached, showing the Off Trade Take Home market that Carling Cans of Lager have been chilled to the optimum correct drinking temperature within their chiller cabinets.

To find out more details on how B&H's 'smart' ink technology go to www.drinkpromo.com

