

18pt AquaKote™
Solid Unbleached
Sulfate (SUS)
Paperboard



Premium
Glow-In-The-
Dark-Varnish



Dogfish Head Punkin Ale Returns for the Season With Innovative Glow-in-the-Dark Packaging

Dogfish Head Craft Brewery opened in 1995 as Delaware's first brewpub. Since then, the brewery has expanded commercial distribution to all 50 U.S. states. In 2019, Dogfish Head merged with the fourth largest brewer in the United States, Boston Beer Co.

One of Dogfish Head's iconic brews is the fall staple, Punkin Ale, packaged in a six-pack carton with signature pumpkin head character branding. Dogfish Head partnered with Graphic Packaging International (Graphic Packaging) to add a new, playful element to the signature pumpkin head theme in this year's Punkin Ale release.

CASE STUDY: CONVENIENCE | ELEVATED EXPERIENCE



CHALLENGE

- **Graphics**
Identify a print enhancement for Dogfish Head's pumpkin head character that differentiates from past years' packaging
- **Unique Experience**
Create an innovative design element that engages consumers
- **Performance and Sustainability**
Deliver fiber-based six-bottle carrier that has reliable performance on filling lines and distribution across the United States



SOLUTION

- **Glow-In-The-Dark Varnish**
A specialty coating specifically selected to run smoothly on high efficiency, automated equipment
- **Playful Design**
The unique glow-in-the-dark feature provides an additional layer of fun to the consumer experience
- **18pt AquaKote™ SUS™**
Has excellent tear strength in humid and dry conditions



RESULTS

- Bold brand enhancement and high-quality graphics featuring a quirky illustration style deliver a visual impact to set Punkin Ale apart in the crowded craft beer aisle
- Innovative graphics create excitement in the beer aisle, while the use of glow-in-the-dark coating provides an unexpected experience after purchase
- 100% recyclable paperboard stands up to filling lines, transport and commercial storage

Challenge

Dogfish Head needed packaging for the annual release of their seasonal pumpkin beer, Punkin Ale. Although the tried-and-true recipe has remained the same for the past 27 years, the brewery wanted a design change to their six-pack carton. The design needed to incorporate their signature pumpkin head character with attention-grabbing details that would get consumers to not only pick up the carton for inspection but put it in their cart as well. Additionally, the carrier needed to have reliable performance on the filling line, while being transported across the nation and during commercial storage in both humid and dry environments.

Solution

Dogfish Head partnered with Graphic Packaging to design the Punkin Ale carton with a premium glow-in-the-dark print enhancement. The varnish emphasizes the signature pumpkin head theme with an extended glow after exposure to bright light. The specialty coating was specifically formulated to run smoothly on high efficiency, automated equipment.

The playful graphics are printed on Graphic Packaging's 18pt AquaKote solid unbleached sulfate (SUS) paperboard. AquaKote™ coated folding paperboard provides a superior printing surface engineered to deliver excellent print results and a cleaner running press. The paperboard is engineered to provide exceptional tear resistance when wet or dry. It is also a renewable and highly recyclable packaging material.

Results

The bold brand enhancement with high-quality graphics delivers a visual impact to differentiate Dogfish Head's Punkin Ale in the crowded craft beer market. The glow-in-the-dark varnish on the Punkin character is an engaging element that adds an extra layer of fun to the consumer experience that naturally leverages the Halloween connection. The unique design enhances brand recognition and leaves consumers excited to see what will come from next year's innovative design.

When it comes to performance, the use of Graphic Packaging's 18pt AquaKote SUS paperboard provides excellent tear strength for top-of-the-line performance during transport and in both dry and humid storage conditions. The selected glow-in-the dark varnish is compatible with high efficiency, automated machinery and maintains levels of efficiency during packaging.

Dogfish Head's commitment to developing a more sustainable business practice is exemplified in their use of Graphic Packaging's Aquakote SUS paperboard. The recycling rate of paper and paperboard in the U.S. today is 66 percent* and consumers understand that paperboard is a highly sustainable packaging material.

*Source: American Forest & Paper Association - 2020