

# Labels: Where Innovation & Sustainability Meet

Just add lime 

*Chris Jackson, our National Manager - Self Adhesives, connects us to Wausau Aged Agave a stunning label is distributed exclusively by Ball & Doggett.*

The product focuses on function and ensures a sustainable approach in its manufacture. Uniquely from a manufacturing perspective, the facestock is processed in a method that involves salvaging 'used' burlap (hessian) bags and reclaiming the Agave Sisalane fibres found within the burlap bags.

The process gives the face stock a unique smooth natural earthy toned appearance and diverts used packaging from landfills.

Wausau Aged Agave is manufactured with wet strength properties to increase performance in moist environments. The facestock is also top coated and optimised for HP Indigo Presses, and its base sheet is manufactured Process Chlorine Free (PCF) and is FSC Certified.

Primarily for labelling beverages, Wausau Aged Agave has specific synergies to the craft distillery wave for tequila.

One of the great things about our jobs is that we get to see brands being attracted to products within our range as it resonates with their own. I have seen an example of a tequila brand which selected Wausau Aged Agave as its label choice because it expressed the brand's philosophy and encapsulated its communication theme and visual.

For a specific collection (Batch) the brand decided to press agaves with a volcanic stone—an ancestral process carried out to intensify its aromas and flavours. The brand's tequilas are produced using biodynamic farming methods from a specific territory that links the brand to a specific region and place and its history.

The label choice was extremely important as the brand owners wanted the brand to have relationship with the natural landscape to convey its natural warmth and sustainable message, and to evoke a feeling of history and craftsmanship.

The whisky, rum, tequila and gin trends have seen the super-premium categories boom. The growth of conscious consumption in Australia means consumers prefer to drink less but are making sure their alcoholic choice is of premium quality when they do indulge.

This has led to a rise in alcohol subscription services that offer craft, hard-to-find and limited-edition drinks choices.

Much of the country spent a sizeable chunk of 2021 in lockdown. During this time craft distilled choices were a perfect distraction and curated an experience people could enjoy at their own pace at home. This leading onto home-mixology which has changed people's perceptions of spirits.

Categories like gin, tequila and rum have benefited from this, making drinking much more fun and approachable. As we come out of lockdown, brands, brand owners and retailers are all looking to continue to ride the changing consumer buying behaviour.

Consumers shop with their eyes and it's all about attracting attention or capturing an emotion, and this can be achieved with a brand having a story or an inspiration behind the label design and look.

The label choice coupled with a story can certainly trigger feelings of authenticity and a luxury experience.

So if you are working on a label project and looking to connect the brand philosophy and intention, connect with your local contact at one of our national sites.

For more information:  
<https://www.ballanddoggett.com.au/brands/wausau-aged-agave/>

Labels are the expression of the brand and we welcome you to continue the conversation with our specialists.

- Article by Chris Jackson

Meet our National Manager,  
Self Adhesives

**Chris Jackson**



✉ [chris.jackson@ballanddoggett.com.au](mailto:chris.jackson@ballanddoggett.com.au)  
☎ 0438 368 406



**WAUSAU AGED AGAVE**

**Key features:**

- ✓ FSC certified
- ✓ Made from 100% recycled fibre (PCW)
- ✓ Meets requirements for indirect food packaging
- ✓ Wet Strength properties

**Applications:** Food and spirits packaging and wine labels

**Accreditations:**

