

From Screen to on Shelf Success: Go Behind the Scenes at Label Apeel's Training Day

Label Apeel, a leading UK Label manufacturer, is inviting label designers, brand managers and bottling partners onto the shop floor for a free, hands-on training day that shows exactly how premium labels are made to work hard on shelf not just on screen.

For many beverage brands, the journey from a beautiful on-screen concept to a label that truly 'shouts from the shelf' can be full of surprises. Substrates behave differently than expected, embellishments do not always survive the bottling line, and last-minute artwork changes can add cost and delay. To close that gap between studio and shop floor, Label Apeel has launched a dedicated Label Designer Training Day at its Leicester site, giving creatives and brand owners the chance to go behind the scenes and experience the full label production process first hand.

In an intensely competitive drinks market, where brands strive to stand out on crowded shelves, understanding how label choices shape consumer perception can give brands a clear commercial edge. After running several successful days, Label Apeel has found that even small insights from the shop floor can significantly improve how projects are briefed and delivered, ultimately getting more value from every label on every bottle and can.

Hands-On with Foil, Emboss and Screen

A key focus of the day is on the premium finishes that give beverage labels their shelf shout. On the shop floor, attendees see live demonstrations of hot foiling, embossing and screen printing, actually getting to take part in the production of a highly decorative label. Foil and emboss sessions highlight how different tools, depths and coverage choices influence both shelf presence and runnability. Screen printing is explored as a way to add tactile textures and high opacity hits.

The day also compares conventional and digital print in a straightforward way, showing what possibilities and limitations each process has and how those differences impact design choices, run lengths and budgets.

Sustainable Choices, Lasting Impact

The training day also covers how to make smart, sustainability focused choices. This includes optimising label size, ensuring package and label compatibility, and exploring recycled and recyclable material options that reduce waste and support more sustainable packaging choices without compromising on a shelf impact.

How to Secure a Place

Those interested in attending can register in advance by completing a short online form at www.labelappeal.co.uk or simply scan the QR to sign up and secure their place.

By opening up the shop floor in the way, Label Apeel hopes to give creatives and brand owners the confidence to design labels that are not only visually striking on screen, but capable of delivering real shelf shout in the most demanding beverage environments while making smarter use of finishes and techniques.



Danone Plan for Harrogate Spring Water Plant Blocked

Danone's bid for a new Harrogate Spring Water bottling plant in the UK has been rejected after local complaints.

The project has been blocked by local government officials in North Yorkshire amid concern about the environmental impact of the plans. Campaigners opposed the move, which would have led to the loss of hundreds of trees at the proposed site.

Harrogate Spring Water MD Richard Hall said the business was "disappointed" but added, "We are confident in our plans and will carefully consider next steps."

In a statement, Hall said, "The challenges UK businesses face with the planning system are well documented and we are disappointed by the committee's decision."

"Our plans have been recommended for approval by the council and we have addressed the two reasons given for deferring this decision at the previous meeting."

"We feel our proposal represents a significant investment in Harrogate – creating over 50 new jobs, delivering an annual £2.3m boost to the local economy and a commitment to protecting the local environment. We are confident in our plans and will carefully consider next steps. Our commitment to investing in the business and community remains unchanged."

Danone acquired control of Harrogate Spring Water in 2020. The Harrogate label is Danone's sole water business with a UK-based production facility. More than 80 staff work at the site.