

Client: Galderma Canada

Project Description

Personalized Cetaphil Bottle Labels

Challenge

To commemorate Cetaphil’s 70th Birthday, Galderma wanted to provide a surprise to their fans, media partners and staff. Their idea was to create customized bottles of their iconic Cetaphil Gentle Skin Cleanser featuring the recipient’s name on the label.

Galderma’s priority was to ensure the look and feel of these labels were as close as possible to the actual production version. The challenge was finding a production method to produce one-off labels with a unique name on each while ensuring consistency in the colour and overall quality of label.

Benefits & Solutions

Lowe-Martin proposed a Variable Digital Print solution that utilized data driven imaging software to merge the names of roughly 200 individuals into the label artwork. The names were automatically adjusted for size and position in the Cetaphil brand typeface.

Process

The labels were printed on a Xerox iGen4 using clear frosted labels. Custom diecutting was completed in-house and the labels were applied by hand to the bottles by LM staff.

The result was a quality customized gift that was highly memorable.

“Recipients loved their personalized bottles! Seeing your name printed on a product that is used every day and is part of your cleansing regimen is satisfying. Some even shared on social media thanking us for their bottle and congratulating us on our 70th birthday.”

Ruth Getachew, Brand Manager, Consumer & Digital Programs at Galderma

