

Customer Success

Maker's Mark Holiday 2022 VAP



Opportunity

As part of our long-standing relationship with ADM, JohnsByrne was approached by our partners to manage the print manufacturing of the Maker's Mark 2022 Holiday program. The scope of opportunity included creating a VAP that highlighted Maker's Mark's Chai Hot Tati recipe utilizing ceramic, whiskey mugs as part of their exclusive holiday set.

Our Approach

The Maker's Mark Holiday 2022 program was designed with sustainability in mind. As JB was tasked with capturing the 750ml bottle and mugs in packaging that would present at a high level, we also had to be strategic in sourcing materials that would support the contents of the set, safely. A variety of Kraft stocks were sourced to select one that would be high performing on press to achieve vibrancy and accuracy for the brand's signature red.

The Result

The premium VAP packaging uses 100% recycled material including PCW content and is fully recyclable.



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Packaging Solution

Our structural design team provided comps utilizing the selected materials to confirm the appearance and needed support for the contents.

Glama Kraft overwrap with
100% recycled material
including 90% PCW



Chipboard with
90% PCW

Corrugate insert with
54% PCW



Brand color
achieved by
printing 2 hits
of red with 3
hits of white
underneath

