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UPM Raflatac unveils swatchbooks for wine, spirits and beverage

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UPM Raflatac announces the launch of its new swatchbooks for wine, spirits, beverage and premium labeling. The swatchbooks, available in a compact and larger-scale format in the EMEIA market, allow printers, brands and designers to assess the texture, colour and esthetics of a wide portfolio of high-quality label materials.

"Swatchbooks are essential tools for printers and designers, providing both a visual and tactile feel of label materials. Our goal was to present our solutions in a way which is both user-friendly and uniquely inspirational for the target market," describes Stefano Pistoni, Senior Manager, Business Growth, Wine and Spirits Label Solutions, UPM Raflatac.

The swatchbooks include UPM Raflatac's SmartChoice paper and filmic solutions. These solutions help support brand owners wanting to reduce their environmental impact through materials with recycled content and renewable or resource-optimized raw materials. Detailed product information for these and other solutions is accessible via QR codes throughout the swatchbook.