

# Chromazone™ “Chill ‘n’ Reveal” Ink

## Coors Cold Activated Bottle Campaign

Coors, a leading beverage manufacturer, was looking for a novel approach to communicate the association of cold and their beverage. A referral to Coors was generated because of the Hallcrest reputation as an innovator in the development of unique, interactive graphic communication tools.

***The Hallcrest team responded rapidly to customer needs with solutions that generated a unique thermographic color changing label that exceeded expectations and will be the centerpiece for a 2007 National Marketing Campaign.***

Chromazone™ ink products were customized to produce a dramatic and vibrant cool temperature indicating label. The “Chill ‘n’ Reveal” label is interactive and will transform a label graphic from white to blue when chilled indicating a “**Cold Activated Bottle**”.



***Communication through Temperature Triggered Color Change***