

## YETI coolers teams up with International Print and Packaging

YETI Coolers, makers of premium ice chests and accessories, recently teamed with leading narrow web label and product identification printer, International Print and Packaging (IPP), to develop an innovative packaging solution for the launch of their new premium Rambler Tumblers.

YETI had a vision of going to market with an exceptional look to match the quality of their kitchen-grade 18/8 stainless steel vacuum-insulated products. However, YETI designers initially encountered concerns with label and adhesive residue being left behind on their premium drink cups. In addition, they were faced with the challenge of balancing how to promote their brand and provide product information, all while keeping in mind the ecological impact their packaging choices would have on the earth's environment.

The IPP product engineering team, in collaboration with YETI designers, ultimately proposed an innovative two-sided wrap-around tag featuring spot adhesive technology and special satin coating for ease of handling. This packaging solution, utilizing a removable spot adhesive coupled with a permanent adhesive to adhere to itself, eliminates 95% adhesive waste and allows the label to be cleanly removed from the stainless steel surface. Moreover, instructions for use are printed on the backside of the label, thereby eliminating the need for a separate instruction sheet to be inserted into the cup.

*"We partnered with IPP to leverage their insights and skill to develop a packaging solution that leveraged form and function, and we achieved that with the wrap-around tag,"* says Roy Seiders, Founder and CEO of YETI Coolers.

Bryan Scheible, President of IPP, adds, *"We [IPP] consistently strive to build long-term relationships with customers based on trust, quality, innovative solutions, and exceptional responsiveness to our customers' needs. We want to help our customers sell more product."*



### About YETI Coolers

In 2006 we founded YETI Coolers with a simple mission: build the cooler we'd use every day if it existed. One that was built for the serious outdoor enthusiast rather than for the mass discount retailers. One that could take the abuse we knew we'd put it through out in the field and on the water. One that simply wouldn't break. We decided early on that product innovation would come from necessity and firsthand experience - not from market research and data analysis. And we'd never sacrifice quality for a few extra bucks. Because having your cooler's lid cave-in when using it as a casting platform should never be part of anyone's fishing trip.

[www.yeticoolers.com](http://www.yeticoolers.com)

### About International Print and Packaging

Our company is a leading narrow web label and product identification printer and converter, servicing businesses throughout North America. By combining our expert craftsmanship, advanced technologies, and strict quality guidelines, we strive to cultivate long-term relationships and consistently provide our customers with innovative label and packaging identification solutions that help our clients sell more product.

[www.ipp-corp.com](http://www.ipp-corp.com)

