



REVLAR to the Rescue – Waterproof Cling Labels Help Keep Craft Beers Flowing to Its Customers

Opened in November 2012 in Hampton, NH, Blue Lobster Brewing is a nanobrewery focused on brewing high-quality craft beers for its customers. As a nanobrewery, Blue Lobster has a 4 US beer barrel (470L) brew system that allows them to create smaller batches of beer and deliver its products as their freshest point. Customers include visitors who come to the brewer to taste its beer and fill up take-home growler bottles as well as local restaurants.

Blue Lobster's head brewer, David Sakolsky, is producing some of the finest and freshest craft beers in NH. For customers to bring home the IPA's, ales, porters, stouts, saisons and other beers, they must purchase either a 750ml or 2L vessel known as a growler from Blue Lobster. A NH law states that growlers can only be filled at the point of origin. Or, in other words, Blue Lobster can only fill their branded growlers and cannot accept one from any of the other NH microbrewers.

"We're in the beer business and not the growler business," said Michael Benoit, co-owner of Blue Lobster Brewing with Roberta Benoit. "Because we need to provide our own branded growlers, it's sometimes a challenge to keep up with the demand. We also don't look to make money on the growler sales as we only look to cover our costs so that we can deliver the beer our customers come to us for."

Benoit stated that Blue Lobster has been selling on average 125 new growlers per month. That is a lot of inventory for a small brewery to continually keep up with. However, it's necessary as it the only way customers can purchase their beer to take home to enjoy.

At A Glance:

Customer

Blue Lobster Brewing

Industry

Brewing

Relyco Products

REVLAR Waterproof Paper

Websitewww.facebook.com/BlueLobsterBrew

"When we announced that we could now accept any growlers on our Facebook page, the response was fantastic. We started to see customers bring in growlers from all over New England and even as far as Washington State. All we need to do is peel off one of our pre-printed REVLAR waterproof cling labels and adhere it to the customer's growler – now making it an official Blue Lobster branded growler."

Michael Benoit
Co-owner – Blue Lobster Brewing

"When I explained this situation to one of our customers as he was tasting a few of our different beers at our bar one day, he told me that he might have an interesting solution," added Benoit. "He said that he worked for a company called RELYCO and they had a waterproof paper with a cling adhesive which could be used to print custom labels that we could use to re-label any breweries growlers to essentially make them Blue Lobster growlers."

Benoit asked for samples of the REVLAR product to test on his HP laser printer. After trying the paper out, it worked out better than he even imagined it would. Blue Lobster is now printing labels on the REVLAR paper in various sizes to re-label any shape and sized growlers. The advantages of these REVLAR cling labels are that they adhere to the glass and aluminum bottles and leave no residue when removed.

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While Blue Lobster will continue to offer its branded growlers to its customers, the brewery can now also offer its customers the flexibility to use others as well. Blue Lobster charges its customers \$3 for branded 750ml growlers and \$10 for branded 2L growlers – just enough to cover the production costs. With the REVLAR labels, the brewery can re-label a growler for as little as 25 cents – as they can get as many as three labels on an 8.5" x 11" sheet.

This was all possible thanks to an idea spawned at the bar over a few glasses of craft beers. Relyco is now working on a program throughout NH to enable other microbrewers to share their growlers with REVLAR cling labels.



About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at www.relyco.com or call (800) 777-7359.