

Alcoholic Beverage Industry
Label evolution
Centralise - Inform - Involve



4 PACK

4Pack provides greater control over the customer experience

4Pack is the software that **manages** wine and spirits **data** and **communication content** for different channels.



Does your wine or spirits label attract consumers' **attention** and **stand out** among other brands?



How do you meet the **regulations** and consumers' need for **information**?



How do you deal with consumers' constant **search for experiences**?

OVERHEADS
-90%

4Pack for the label

Centralises text and image **files** that characterise the alcoholic beverage label.

Manages label and packaging **design** on the platform, making collaboration efficient.

It **speeds up** the approval and review **flows** of graphic designs and information that needs to be included on the label.

Accurate information lead the consumer into a more conscious **purchase choice**. This will enhance the value of brands that meet expectations.

RISK OF ERROR
-80%

4Pack for information

Organise technical data sheets of wines and spirits.

Feed physical and digital **labels** with data that is always up-to-date and in line with regulations.

Facilitates the management of descriptions in different languages, technical characteristics of the alcoholic beverage and mandatory label information for each country.

Label and back label expand their boundaries in an **e-label**, always up-to-date and searchable via QR code, capable of responding to regulatory changes.

TIME TO MARKET
-50%

4Pack for marketing

Organise communication through cloud-based management of content and promotional messages regarding alcohol products.

Gathers content for different channels in a single source, reducing the time spent searching for information and images.

Facilitates sharing of projects and reports updated in real time.

Process optimisation leaves more room for **creativity** to focus on consumer expectations and produce a graphic output that stands out from the competition.

4Pack is 4Flying's cloud-based software that manages product, packaging and artwork for wine and spirits producers, brands and retailers.

It makes label and packaging management, product data, text and visual documents faster, more efficient and more accurate.

With 4Pack you can:

- minimise the time you spend searching for information,
- monitor the status of projects,
- automate processes,
- update data quickly, adapting to change,
- publish information and place products on the market at the right time.

Benefits of 4Pack are also reflected on consumers: it facilitates the purchase decision process and improve the customer experience.



The future starts now: contact us

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