

Printer Model: CX1200e Digital Color Label Press

Customer: EC Labels Ltd.

PRIMERA
TECHNOLOGY EUROPE™

Country of Origin: Ireland

Category: Chutneys, relishes and sauces

Material:

The Silly Chilli Kitchen is a small artisan producer for chutneys, relishes and sauces based in Waterford, Ireland. The branding and artwork elements were created from all hand-drawn sketches using Adobe Ideas on the iPad. The hand-drawn sketches were then imported into Adobe Illustrator for clean up, layout and final repro. The designers wanted to use an uncoated "craft paper" feel for the labels, so to avoid any issues with unusual substrates, they created a background texture using images of local sandstone to give the artwork real provenance.



Printing Company:



www.eclabels.com

