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SAXCO-DEMPTOS PROVIDES MAJOR INPUT TO PACKAGING FOR NEW p.i.n.k. VODKA INTRODUCTION

After more than two years in the formula development stage, p.i.n.k., the first 80-proof super-premium vodka from Holland, flawlessly infused with caffeine and guarana, is being launched in major U.S. markets by High Energy Holdings, LLC, of Washington, D.C.

To help provide a major impact for engaging eye appeal and shelf prominence, High Energy Holdings enlisted Saxco-Demptos of Louisville, Ky., to assist with the key elements of the all-important packaging aspect for this new silky, smooth vodka's launch. Saxco-Demptos is a subsidiary of Saxco International Inc., Horsham, Pa., worldwide packaging specialists for the wine and spirits industry.

Saxco-Demptos provided a quality 750-mL, flint, cylindrical bottle from Saverglass in France, a long-time vendor in its global resource network. Saga Décor, another Saxco-Demptos vendor in France, handled the application of the satin ceramic coating, as well as the silk screening of the pink, gray and white labeling. Both the bottle design and labels were created by the Bailey Group of Plymouth Meeting, Pa., High Energy Holdings' design firm.

Saxco-Demptos additionally arranged for the custom gray and white lettered, tamper-evident strips to be applied to the embossed gray plastic top by Stoffel Seals in Georgia, another of its vendors.

In addition, Saxco-Demptos sourced and supplied the custom six-bottle shipping cartons, with graphics created by the Bailey Group. The cartons were produced by International Paper of Jacksonville, Fla. The bottles were filled by Florida Distillers, a division of Cruzan Inc. and V&S Spirits.

“Coordination, timing and careful attention to detail were all required to make this project a reality,” states Jimmy Owens, project manager/project developer for Saxco-Demptos. “This is the kind of project that enables us to demonstrate our experience, skills and extensive resources.”

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SAXCO/p.i.n.k. Vodka (add 1)

“p.i.n.k. is a revolutionary product with universal appeal. It’s also pretty damn sexy,” states David Mandell, president of High Energy Holdings. “p.i.n.k. is the new standard in the spirits industry. Its deliciously smooth character and flawless infusion of caffeine and guarana make it an easy choice for all vodka drinkers. Why drink anything else?”

Mandell recently partnered with Christy Farias, the former head of sales and marketing for Patron Tequila in the New York metro area. Mandell says that p.i.n.k. will initially be rolled out in New York by Southern Wine & Spirits, followed by Los Angeles, Miami, Las Vegas and other major U.S. markets. There also are long-range plans for distribution to markets in Europe and Asia. The 750-mL version will retail for \$40.

Saxco-Demptos provides total packaging development solutions for the liquor industry, as well as domestic and imported bottles for the wine industry. The company is located at 2301 River Road, Suite 101, Louisville, Ky. 40246. Additional details at 502-326-8456, fax 502-394-9109 or on the web at www.demptos.com.

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FOR FURTHER MEDIA INFORMATION:

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