

Success Story: CraftWater



Beverage Manufacturer Benefits from True Partnership

Dana Dreves, like many people, found plain water boring and tiresome to drink.

She knew electrolytes were important but found most electrolyte beverages much too sweet. So, she decided to create an electrolyte beverage that was different from anything else out there. Instead of the typical sugar-laden beverages, Dana envisioned something more sophisticated, more refreshing, and without artificial sweeteners or sugar.

That's how CraftWater was born.

The Challenge: Can They Keep Up?

Dana knew she had something special, and needed packaging that would be straightforward yet sophisticated, just like her product. She found a company to produce labels and was pleased with the quality.

But, problems arose. Dana became frustrated at the amount of lead time the label vendor required and with how difficult it was for her to make any changes to the label. As the owner of a small but growing business, she needed to be able to adapt quickly to changing market forces and needed partners who could pivot just as quickly. Dana asked around for some recommendations and heard about The Label Printers.

The Solution: A Partnership With Real Responsiveness

When talking to The Label Printers, Dana was very clear with her concerns: The label had to be able to withstand wet conditions, and the company had to be responsive to CraftWater's needs. The Label Printers made sure CraftWater's labels performed, creating a label that not only stays put, but that also gets plenty of compliments.

Just as important, Dana has been thrilled with how easy it is to work with The Label Printers. "I've found The Label Printers to be very responsive," she says. "They've worked with me to make sure that everything is perfect, and I couldn't be happier with the quality of the labels, their pricing, and their commitment to getting me what I need when I need it. Their integrity and responsiveness make them stand apart."

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—Dana Dreves, CraftWater

