



FRIS Vodka family

The light emboss calls attention to the snowflake medallion in a refreshing, impactful way.

4c process imagery

# FRIS VODKA

## Pressure Sensitive Label / Flexo / Clear Film / Emboss

After winning three gold medals at the prestigious San Francisco Spirits Competition<sup>1</sup>, FRIS Vodka needed a stronger profile for the family of brands. StratusGroup was hired to execute appealing labeling solutions for the clear on clear face panel, metallic embossed medallions and the ultra-reflective adhesive printed back labels. The specially printed rich black in the landmark has made a decisive impact on the success of the company's new pressure sensitive labels.

1. FRIS VODKA. Web. 01 Jan. 2010. <<http://frisvodka.com/>>.