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South Shore Collaboration: Flexible Pack (Quincy) Partners with Barrel House Z (Weymouth), GrayMatter Agency (Hingham) on New Beer Label

QUINCY, WEYMOUTH, and HINGHAM, MA, MAY 30, 2018...Flexible Pack (www.flexiblepack.com), specializing in a wide range of flexible packaging solutions through use of “lead the pack” technology that transforms continuous rolls of plastic and papers into finished products, is partnering with brewery Barrel House Z and GrayMatter Agency on the packaging of some of Barrel House Z’s most recognizable beers.

Most recently, Flexible Pack has worked with Barrel House Z and GrayMatter Agency on the Bamboozled by Hops label, which is inspired by Pop Art and includes images of hops as well as a star as a nod to the brew’s collaborator, Tom Powers of Union Brewhouse, while staying within Barrel House Z’s overall brand identity. Flexible Pack has also done reprints of the Bam Bam Double IPA and Sunny & 79° labels.

“Flexible Pack’s work on Bam Bam with GrayMatter was so powerful and very collaborative,” said Mary Heissner, director of marketing and communications for Barrel House Z. “GrayMatter Agency created a fabulous new look for our Bamboozled by Hops brew, and Flexible Pack has been careful to provide technical matching perfection, and to make sure that the packaging complements the artwork. The new label for Bamboozled by Hops is sleeker and slicker, which really works well, while the Sunny & 79° has a soft beachy feel. Flexible Pack definitely put a lot of thought into their work and are very invested in the overall process; the end result demonstrates that.”

“We love working with local partners,” added Karl Thompson, partner and creative director at GrayMatter Agency. “We work in a visual medium and need to be very detail-oriented; it’s much easier when we can sit down in the same room to talk about what colors need to be matched and make sure that all the traps are hit perfectly, which Flexible Pack did beautifully. Flexible Pack’s quality turnaround time has also been a great feature of our relationship.”

“We understand that, in any medium, an organization’s brand has to look perfect and remain consistent,” said Beatrice Thouveny, Director of Marketing for Flexible Pack. “We appreciate the trust Barrel House Z and GrayMatter Agency have shown in us, and we’re proud to be working with two other South Shore businesses.”

About Flexible Pack

Flexible Pack is an independent company and a branch of Design Mark Industries (www.design-mark.com; part of the NFI Corp. family of companies.) Flexible Pack specializes in a wide range of flexible packaging solutions through use of “lead the pack” technology that transforms continuous rolls of plastic and papers, known as webs, into finished products. The Flexible Pack product line includes shrink sleeves, labels and pouches that work with all types of container materials, and roll-fed, plastic and brewery and wine labels.

Flexible Pack is equipped with state-of-the-art printing capabilities using the HP Indigo digital press, specifically designed for printing flexible packaging, plastic labels and shrink sleeve applications.

Flexible Pack serves the food, beverage, cannabis, pharmaceutical/medical, pet food, home and garden, chemical and personal care industries throughout the United States and globally. Flexible Pack is located at 859 Willard Street, Quincy, MA 02169. For more information, please visit www.flexiblepack.com or call 508-863-7253.

About Barrel House Z

Barrel House Z was founded by Russ Heissner in 2016 after decades of brewing experience, most recently at Harpoon. The BHZ team brews small-batch, barrel-aged beer that's created collaboratively with an ever-changing roster of innovative brewers. Barrel House Z's philosophy is that the best beer comes from exceptional ideas and ingredients, guided by rigorous technique. Barrel House Z's pilot plant is in constant motion, and they offer 10 to 12 amazing brews in their tasting room, located at 985 Woodrock Road, Weymouth, MA 02189. For more information, visit www.barrelhousez.net or call 339-201-7888.

About GrayMatter Agency

GrayMatter Agency helps clients solve complex marketing challenges with their unique blend of strategy, creativity, and technology. Services offered include brand strategy, audience intelligence, products and corporate positioning, analytics and measurement, creative development/idea generation, print and digital communications, video and motion graphic development, brand experience, trade show marketing, naming, and packaging and graphic design. GrayMatter Agency is located at 24 Shipyard Drive, Hingham, MA 02043. For more information, visit www.graymatter.agency or call 781-740-4001.