

Starbucks

Embossed label



The challenge

Starbucks requested GM Nameplate (GMN) to manufacture a unique label for their holiday gift card. To give the card dimension and shine, Starbucks chose an embossed metal label to wrap around the center of the holiday card. However, when developing the label, several challenges arose. Since the cards would go through a reader, precautions needed to be taken to ensure the aluminum thickness and embossing height did not affect the transaction by blocking the magnetic strip. Other challenges included selecting the right metallic color and creating an accurate embossed logo within the limited label space.

Project goals

- Determine the optimal material thickness and embossing height
- Provide a variety of metallic color options
- Manufacture a crisp, precise logo

The solution

During prototyping, GMN sheared aluminum samples in different thicknesses and embossing heights so Starbucks could test how the label bent around the gift card and get a better idea what the finished label would look like. In the end, the embossing height and label thick-

**CUSTOM
COLOR
OPTIONS**

ness did not seem to interfere with the card reader so Starbucks chose a highly embossed label with thicker aluminum than the original design.

Starbucks received a variety of color samples to determine the right background and text colors

CASE STUDY

for their holiday label. Starbucks eventually landed on a rich gold metallic color and bronze text with a gloss finish. To achieve the metallic look, GMN screen printed the matte gold background and then embossed the logo and the majority of the text to enhance the label's sophistication.

**PARTS
MANUFACTURED
21K**

To manufacture a clean embossed logo, GMN suggested to screen print the logo and to emboss the full circle instead of the intricate details. Embossing such a complex logo would diminish the quality and result in a less refined label. Embossing the full circle gave the desired feel without compromising the logo or overall design concept.

Overall, the embossing allowed for Starbucks' label to stand out, while screen printing provided the opportunity to add metallic inks for added shine, creating a quality label that met the customer's requirements.

