**Labels Workshop Questions**

**You are the purchasing manager for Diageo**

Justify the glue Diageo should use on their wet glue labels beer labels

The Diageo group have seen a shift in spirits from paper to plastic labels – why has this happened and do you recommend that the beer labels follow suit

**You are the NPD manager for Cadburys**

Cadburys are launching a new multipack tin in the shape of a rainbow for 2021 with profits to go to the NHS – you are proposing to use an injection moulded container with an in mould label – WHY is this a good option in comparison to a metal printed tin ?