The DWS Difference™
FAMILY OWNED, FAMILY RUN.
Our Story

Established in 1865 and currently in our 155th year of continuous operation, we are a 5th-generation, family owned and operated label printing and packaging company based in Long Island, NY.

We believe our job is the last step in the visions of a lot of passionate people, we take an anonymous container and provide its story.

Our purpose is to actualize your vision, help tell your story, and become a part of your legacy.
IT’S NOT A LABEL, IT’S A LEGACY.
Some of our favorite collaborations happen when we get the opportunity to execute a project from concept to completion with our clients. When we push our Branding, Printing, and Packaging capabilities to their fullest potential, almost anything is possible...

Our job doesn’t start and end on the press — it begins with listening, understanding our clients and their story, then collaborating, offering creative solutions to their challenges, and finally executing, using our expertise to ensure the entire process is seamless and rewarding.

For us, it’s not just a label, it’s your legacy, and we’re honored to be able to be a part of it.
WE’RE MORE THAN A LABEL PRINTER.
Branding

Your packaging is the face of your brand, it’s how your customers find out who you are and what you stand for. Thoughtful packaging can tell a story, and we’re all about helping bring those stories to life.

Our consultative approach is The DWS Difference™. We pride ourselves on going the extra mile and being by your side every step of the way, helping develop and refine your packaging. Whether you have a brand new product that needs a whole identity or you’re looking to breathe new life into an existing product line, our experience shows that active listening and collaboration are what lead to the most impressive packaging solutions.

If you’re looking for a typical ‘label factory,’ we may not be your best bet, but if you’re looking for thoughtful partners, give us a call. Our creative team’s capacity to care is one of our most impressive capabilities.

Services
Strategy
Naming
Logo
Label Development
Packaging Design
Full Pre-Press
File Production
3D-Renderings
Mock-Ups
+ More
IF IT’S A LABEL
WE CAN MAKE IT.
Printing

Printing is our passion, it’s in our blood, and five generations of experience is hard won. Our printing capabilities include pressure sensitive, shrink sleeve, cut-&-stack, digital, and roll-fed labels with almost any stock and finishing options you could imagine.

Our digital+flexo hybrid presses are particularly unique in the capabilities they can provide — expanded color gamut, custom Pantones, cold foil, tactile coatings, the list goes on. Their in-line configuration is opening up printing and finishing doors our clients didn’t even know existed.

With the combination of our offset, flexo and digital+flexo hybrid presses, we can provide almost any type of label your package requires. Want to try a new tactile treatment? Push the limit with a 10-color label? A specialty stock? Let’s make it happen.

Services
Cut & Stack
Pressure Sensitive
Shrink Sleeve
Roll-Fed
Digital+Flexo Hybrid
Variable SKU
Cold Foil
Spot Matte+Gloss
Soft Touch Coating
100% PCR Legacy Label®
White + Metallized BOPP
Holographic Effects
3D Effects
+ More
WE’RE THE WHOLE PACKAGE.
Packaging

More and more beverage companies are shifting from glass bottles to cans, and we know pre-printed cans have their limitations — less impressive print quality, full truckload minimums, and extended lead-times, to name a few. So we tackled this opportunity head-on and invested in an in-house sleeve application operation to provide a convenient, quality-driven, cost-effective solution to these markets.

Unlike much of our pre-sleeved can competition who outsource their printing, we have the unique capability to print your shrink sleeves and apply them in-house, eliminating the need for a third-party, and ensuring a seamless and efficient process. With such short lead times, you can get your cans in the hands of your customers within weeks compared to months, and with our 1-pallet minimum, gone are the days of having to order pre-printed cans by the truckload.

Have a time-sensitive seasonal brew? Last-minute line extension? Let’s talk.

Services
8oz Stubby
8.4oz/250mL
12oz Sleek
12oz Traditional
16oz
19.2oz
32oz Crowler
Cover Up Shrink Sleeves
+ More
THE STORIES BEHIND THE LABELS.
Particle City

We partnered with our friends at Empire Brewing to put a unique spin on their small batch New England Style IPA, Particle City

Challenge

To showcase DWS’ branding, printing, and packaging capabilities, we put ourselves to task to see what’s possible when we push all these capabilities to their fullest potential.

Solution

Using a full wrap shrink sleeve gave us the most real estate to create a seamless, immersive experience. Full and tinted knockouts, along with multiple Pantone colors, and a spot matte+gloss finish added even more life to our scenes, resulting in a bustling, 10-color metropolis!

Particle City shrink sleeves were conceptualized, illustrated, designed, printed, and applied in-house.

What We Did

Full and Tinted Knockouts
Flexographic 7-Color Printing
Custom Pantone colors
Full Wrap Shrink Sleeve
Spot Matte + Gloss Finishing
On-Site Technical Support at Empire Brewing
+ More
Ballast Point

Ballast Point, famous for their Sculpin IPA, wanted to impress with their new barrel-aged 12% ABV offering: Barrel Aged Victory at Sea Imperial Porter.

Challenge

We need to present stock options that both highlighted the intricacies of the artwork and positioned the product as premium, while keeping in mind that anything chosen need to be qualified for their bottling line.

Solution

After an intensely collaborative effort, we used the reflectivity of a lightweight, wet-strength metalized paper with carefully selected ink knockouts to give the stormy scene some perceived movement. The finished product is a visually stunning package that captures the high-end essence of this barrel-aged brew.

What We Did

Coating Recommendations
On-Site Application Trials
Overall Aqueous Coating
Creation of Spot White Plate
Layering of Artwork
Brand Consultation
+ More
SweetWater

SweetWater was seeking a printing partner who could offer a proactive, consultative approach to their business, not simply, and quote, another ‘label factory.’

Challenge

We needed to present solutions to help elevate SweetWater’s branding across all packaging while still respecting their brand equities and maintaining existing economics.

Solution

Our team worked closely with SweetWater’s Art Director to fine tune their hero trout through a series of intricate color enhancements, custom Pantones, and a spot matte + gloss varnish treatment. A specialized wet-strength paper kept material costs down, while allowing for the expanded gamut inks and effects to shine, so that the fish nearly jumps off of the label. The finished label is a work of art, staying true to their slogan, ‘Don’t float the mainstream!’

What We Did

Color and Illustration Enhancements
7-Color UV Ink Set
Spot Matte + Gloss Strike-Through Varnish
Wet Strength Paper
Custom Die-Cuts
Brand Consultation
+ More
As Chameleon embarked on a brand refresh, they were looking for a print partner that could help them optimize the reflective, mosaic effects in their complex label construction. And each flavor was to be assigned its own unique mosaic color combination, which would present its own set of challenges to execute on press.

**Challenge**

We needed to find a solution that highlighted the artwork without compromising the durability of the label construction. We recommended a metalized, silver BOPP film that would provide the base silver required for this approach and the necessary water resiliency. A customized, proprietary “Chameleon Beige” background ink was created to give the brand complete ownership of their identity, and a matte over-laminate was added to create a smooth look and feel.

**Solution**

We worked closely with the brand owners and Chameleon’s creative group to develop an intricate system of screens and tinted knockouts that would maximize reflectivity.

**What We Did**

- Scuff Resistance Testing
- Developed Customized “Chameleon Beige” Ink
- Flexographic 6-Color Printing
- Metallized BOPP Film
- Matte Film Lamination
- Brand Consultation
  + More
Greetings From Texas!

As much as we love our home base here in New York, we’re excited to be planting our first out-of-state stake in the great state of Texas to better serve our clients in the Central and Western portions of the country.

Our expansion into Austin, Texas is underway as we speak and our new assets will include a brand new hybrid digital+flexo press and a fully-automated can-sleeving line. Our new press, when in full hybrid mode, will accommodate 7-color expanded gamut printing plus up to 8 additional custom Pantone colors. The sleeving line will be able to produce full-size pallets to allow for more convenient and efficient production runs at the end-users, and with way shorter lead times for pre-sleeved cans and the ability to produce mixed pallets, we can offer efficiencies the ‘other guys’ can’t.

Our doors are expected to be open for business this summer and we’re excited to welcome visitors in just a few short months!

SUMMER 2020!
WELCOME TO THE FAMILY.
Our Team

Every great story starts with the characters, and we have quite the cast. Meet the family!
FACE TO FACE
COAST TO COAST®
We believe face time is the best time spent with our clients.

Join us on our cross-country adventures with the passionate people behind the labels — **Face to Face, Coast to Coast**

And thanks for considering us, we’re looking forward to hearing your story and helping bring it to life!
WE’RE READY TO TELL YOUR STORY.
Contact

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Thank You