
BEER SIZING & DIMENSIONS

*Blue Label*TM

PACKAGING CO

BEER CONTAINER SIZES

The following sizes are based on the most common container sizes in the industry. Blue Label supplies all of these die sizes in-house, allowing our customers to avoid additional fees associated with custom dies. Blue Label is also a custom label printer, and has experience producing labels of many custom sizes and shapes.



Beer Cans

Can Size	Size of Label
8 oz	2.25" x 8"
12 oz - Half Wrap	3.625" x 6.25"
12 oz - Optimal	3.625" x 7.5"
12 oz - Full	3.625" x 8"
16 oz - Half Wrap	5" x 6.25"
16 oz - Optimal	5" x 7.5"
16 oz - Full	5" x 8"
Crowler - Optimal	6" x 9.5"
Crowler - Full	6" x 10"



Beer Bottles

Bottle Size	Size of Label
12 oz (Stubbie)	3.5" x 7"
22 oz (Bomber)	4" x 8"
75oz (Growler)	4" circle (typically)



Beer Kegs

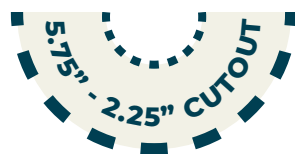
Keg artwork: 2.9375" x 12" (Artwork repeats every 12")

Keg Size	# of wraps per roll
1/2 barrel (Full Size Keg)	130
1/4 barrel (Quarter Keg)	165
1/6 barrel (Sixtel)	200



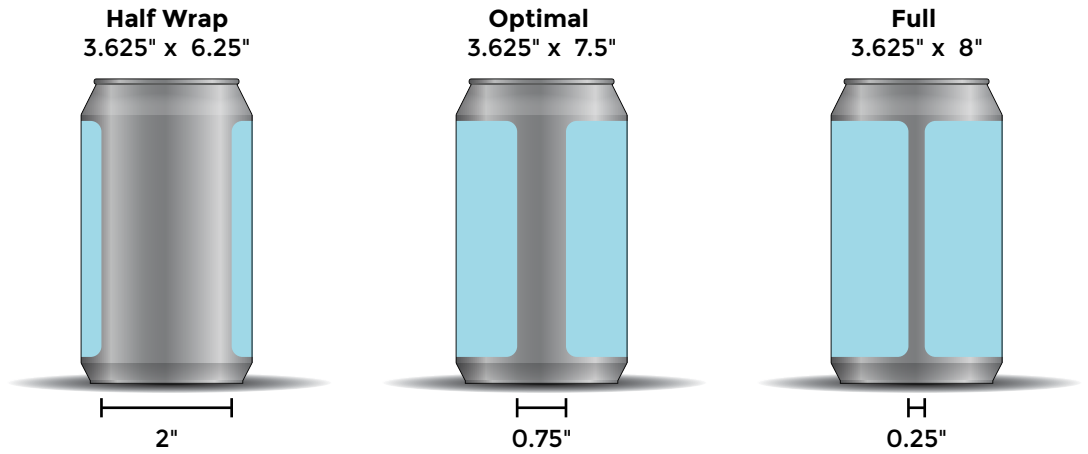
Keg Collars

Blue Label's **Keg Collar Cooperative** program allows brewers to get great pricing on their keg collars. The deadline for approved orders with artwork is the 15th of every month.

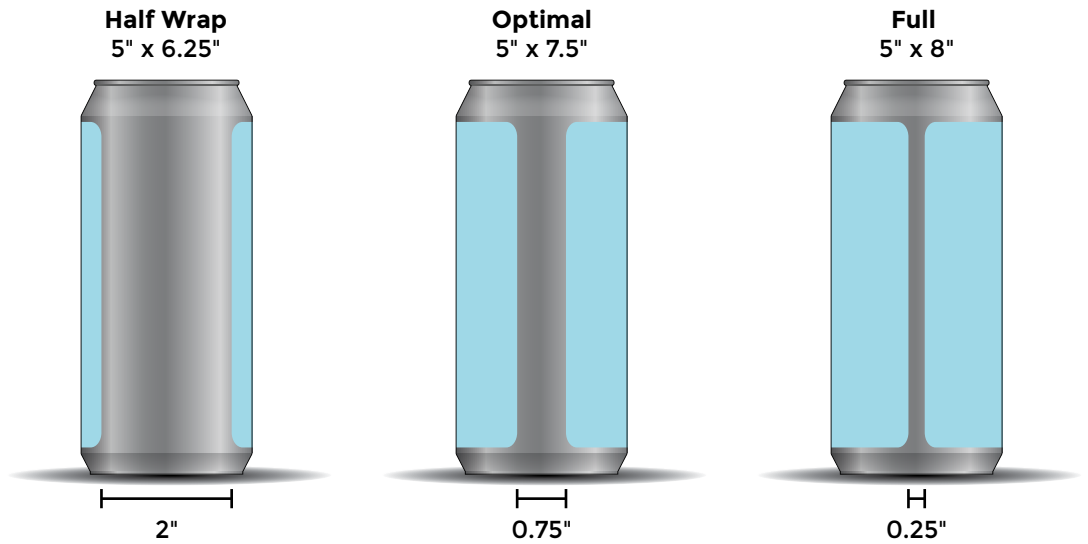


CAN LABEL COVERAGE

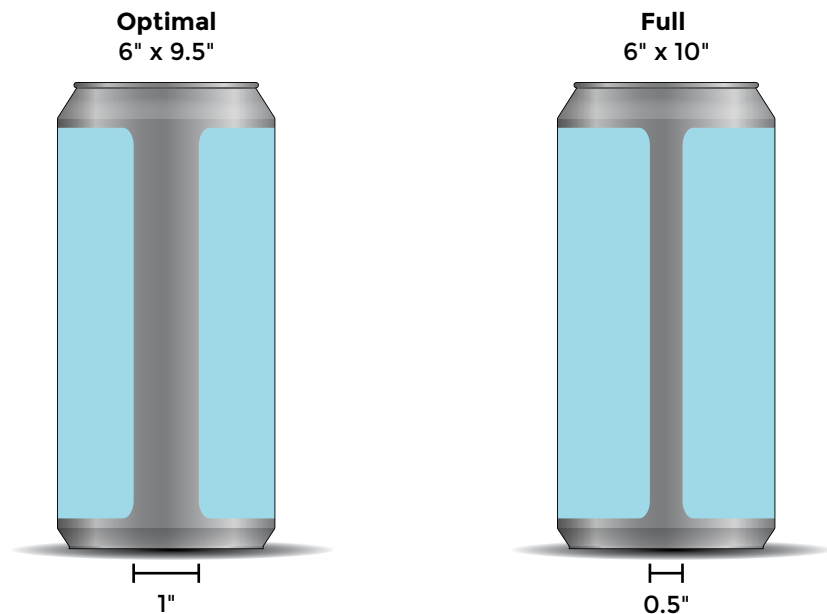
12 oz



16 oz



Crowler



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