

# Best Bev Advises Companies on Choosing the Right Finish

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PENNSBURG, PA, UNITED STATES, May 28, 2025 /EINPresswire.com/ -- Best Bev, a leading co-packing and [beer can sleeve manufacturing](#) company in the beverage industry, has published a comprehensive new blog article, "Choosing the Right Finish: Glossy, Matte, or Metallic Sleeves?" Designed to help beverage brands enhance shelf presence and align product packaging with brand identity, the piece delves into the distinct visual and tactile benefits of each popular sleeve finish.

The article highlights how critical packaging aesthetics have become in a saturated beverage marketplace. With consumers often making split-second decisions based on visual cues alone, the choice of can sleeve finish can make a significant impact on how a product is perceived. The blog aims to inform beverage producers on how to select the right finish based on brand personality, audience expectations, and market positioning.

The blog breaks down the characteristics of glossy finishes, describing them as bold, bright, and visually striking. Glossy sleeves are noted for their ability to amplify vibrant colors and shine under retail lighting, making them a go-to option for energy drinks, sparkling waters, and other high-impact products seeking to stand out on shelves.

The article also explores matte finishes, praising their modern, sophisticated, and minimal appeal. Matte sleeves offer a soft-touch experience and reduce glare, providing a premium feel that aligns well with craft beverages, wellness drinks, and boutique brands that prioritize subtlety and elegance in their presentation.

A separate section is devoted to metallic finishes, which are described as dynamic and futuristic. Metallic sleeves reflect light and add depth, drawing attention to logos, text, and design elements. These finishes work well for limited-edition beverages or brands looking to project innovation, exclusivity, or luxury.

The post provides guidance on strategic decision-making when selecting a finish, encouraging beverage companies to consider not only aesthetic preference but also audience behavior, retail environment, and brand differentiation. It emphasizes that the finish is not just a decorative element of beer can sleeve manufacturing; it is a strategic asset in brand storytelling and consumer engagement.

Best Bev concludes the article with a call to action, inviting beverage brands to consult with its packaging experts for tailored advice and high-quality co-packing services. With advanced capabilities in shrink sleeve application and design consultation, the company supports clients from concept to shelf, ensuring each product arrives with both style and precision.

As the beverage industry continues to innovate, Best Bev remains committed to equipping brands with the knowledge and production support necessary to thrive. Visit <https://bestbev.co/> to learn more.

#### About Best Bev

Based in Pennsburg, PA, Best Bev is a turnkey beverage manufacturer with an eye for detail. They help clients turn ideas into reality with their state-of-the-art lab, premier sourcing and production capabilities. In addition to canning and bottling, they also provide consulting services to help clients with formulation, logistics, branding, and more.

For more information about the company and its services, <https://bestbev.co/>.

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