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Lagersmith to Showcase REVEAL™ Clear PET Cans at PLMA 2026, Bringing a New Perspective to Beverage Packaging

Custom digitally printed clear cans put the beverage itself at the center of the design, offering brands a new way to stand out on the shelf.

Fremont, Ohio – November 5, 2026– Lagersmith will showcase REVEAL™, its custom digitally printed clear PET can offering for beverage brands, at PLMA's 2026 Private Label Trade Show, taking place November 15–17 at the Donald E. Stephens Convention Center in Chicago, Illinois.

Featured in the New Product Expo within PLMA's World of Ideas in the convention center's Main Lobby, REVEAL™ combines custom-printed graphics with transparent areas that allow the beverage's natural color and character to become part of the packaging design. REVEAL™ cans will also be on display at the Lagersmith booth, F3115.

Built around the tagline *"Reveal what sets you apart,"* the concept offers beverage brands an alternative approach to traditional packaging: one where the product inside is just as much a part of the visual identity as the design on the outside.

Packaging That Lets the Product Speak

REVEAL™ is built on a simple idea: the beverage itself can be one of a brand's most distinctive visual assets.

Rather than completely concealing the contents, REVEAL™ uses strategically transparent areas alongside custom digital printing to create packaging that brings the beverage and brand together.

The concept centers on three design principles:

- **Let the beverage show.** Transparent areas allow the drink's natural color and character to contribute to the overall package design.
- **Print your vision.** Custom digital printing gives brands an opportunity to express their identity through distinctive graphics and artwork.
- **Imagine more.** A selection of core can formats, with additional sizes available through custom sourcing, offers flexibility for different product concepts.

The result is packaging designed to make an impression before the first sip.

Four Core Formats, More Possibilities

The REVEAL™ lineup currently features four core formats, all of which are listed on the REVEAL™ website:

- 12 oz Sleek
- 12 oz Standard
- 250 mL Standard
- 500 mL Standard

Additional PET can sizes and configurations may be sourced by custom order, subject to supplier availability, production requirements, and project approval.

A New Canvas for Beverage Brands

By making the beverage part of the packaging design, REVEAL™ opens creative possibilities across different beverage concepts.

From colorful refreshments and functional beverages to premium craft products and emerging beverage innovations, the clear can format offers brands another way to present what makes their products distinctive.

The concept is particularly relevant as competition for consumer attention continues to grow across beverage categories, including private-label offerings.

“We believe beverage packaging should do more than protect the product; it should help sell it,” said Nate Smith, Founder & CEO of Lagersmith.

“With REVEAL™, we're combining the creative possibilities of custom digital printing with the ability to showcase the beverage itself. It gives brands another way to differentiate themselves and connect with consumers. We're excited to introduce REVEAL at PLMA and explore how brands and retailers can use it to bring new ideas to market.”

A Timely Innovation for the Private-Label Market

The announcement comes amid continued growth in the U.S. private-label market.

According to PLMA's 2026 Private Label Report, U.S. store-brand sales reached a record $282.8 billion in 2025. Within that market, the beverage category recorded 4.8% growth in dollar sales and 2.3% growth in unit sales.

As retailers and manufacturers continue to invest in differentiated store-brand offerings, packaging innovation presents another opportunity to capture consumer attention and create distinctive products.

REVEAL™ brings a fresh perspective to that opportunity by making the beverage itself part of the brand experience.

See REVEAL™ at PLMA 2026

Visitors can discover REVEAL™ in the New Product Expo within PLMA's World of Ideas, located in the Main Lobby of the Donald E. Stephens Convention Center. REVEAL™ cans will also be available to see and handle at the Lagersmith booth, **F3115**, where attendees can examine the physical product and connect with the team.

The World of Ideas will be open:

- **Monday, November 16:** 9:00 a.m. – 6:00 p.m.
- **Tuesday, November 17:** 9:00 a.m. – 3:30 p.m.

Attendees are invited to visit either display, explore the REVEAL™ concept, and connect with the Lagersmith team to discuss potential applications for their beverage products. Lagersmith is scheduling product launch meetings and accepting inquiries about pilot orders. Scan the REVEAL™ inquiry QR code or visit www.revealcans.com to get the conversation started.

About REVEAL™

REVEAL™ is a custom digitally printed clear PET can offering from Lagersmith, designed for beverage brands looking for new ways to express their identity through packaging. Combining custom artwork with transparent areas, REVEAL™ makes the beverage itself part of the overall design.

Learn more at **www.revealcans.com**.

About Lagersmith

At Lagersmith, we're more than a packaging supplier. We're a strategic growth partner helping beverage brands launch, scale, and succeed through digitally printed aluminum cans and bottles, PET cans, shrink sleeves, and high-volume packaging solutions.

From marketing sample runs to regional launches and national-scale production, we provide the packaging, industry connections, and co-packing resources brands need to bring products to market. We're committed to protecting every brand's identity and product quality through craftsmanship, attention to detail, and solutions that grow with our customers.

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Product Information: www.revealcans.com

Event Information: https://plma.com/events/plmas-2026-private-label-trade-show

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