

A Presentation on Printing Technologies for Wine Label Packaging

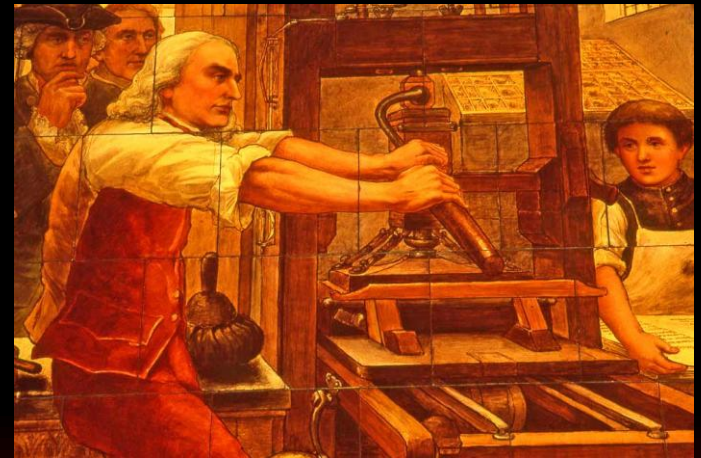
WINE LABEL PRINTING





**WHICH ONE OF OUR FOUNDING
FATHERS UNDERSTOOD GOOD
WINE AND GOOD PRINTING?**


Benjamin Franklin –



Was he the first wine label printer in the United States?
Probably not, but he was a fan of wine and a printer.




Daniel Hughes

- Present – Director of Business Development for Top It Off Bottling, LLC
 - Providing mobile bottling service, mobile filtration service, and wine label printing services.
 - Past – Account Executive for Blake Printery and WS Packaging Group
 - Small, privately-held commercial printer in San Luis Obispo, CA that developed into a respected sheet-fed wine label printer. Purchased by WS Packaging Group around 2000 & expanded to rotary-offset, UV flexographic, and digital printing technologies to serve the wine industry.
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Printing used for wine labels


- Sheet-fed offset
 - Flexography – UV or water-based
 - Rotary-offset - Conventional or waterless
 - Digital
 - Other
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Sheet-fed offset printing






Sheet-fed offset printing

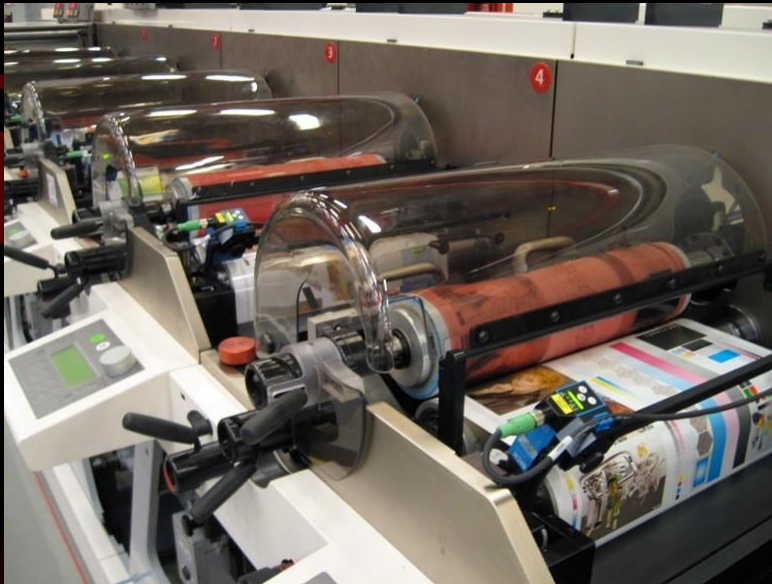
- Oldest method of wine label printing
 - Excellent quality potential
 - Printed on sheets as large as 40" wide
 - Foil-stamping, embossing, and die-cutting require additional press passes
 - Labels provided to winery in bundles of 500 or 1000 labels per stack.
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Sheet-fed offset printing


- Best suited for large volume wineries because the labels are inexpensive compared to other printing methods
 - Ideal for high-speed bottling lines - over 200 bpm
 - Easy to QC labels
 - Winery must have a label applicator that uses cold(wet) glue
 - Labels loaded into applicator in magazine
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Flexography – Water-based or UV






Flexography – Water-based or UV

- Probably the most widely used method for printing wine labels “Glorified rubber-stamp” printing
 - UV cured inks are preferred for better quality but water-based has come a long way
 - Because of direct impression, limited to certain types of substrates
 - Difficult to print continuous tone dots (CMYK) on uncoated label material.
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Flexography – Water-based or UV


- Multiple colors, embossing, foil-stamping, screen printing, and varnish in one pass
 - Presses run between 7" wide to over 17" wide in most cases
 - Tooling is typically expensive, especially for foil-stamping and embossing dies.
 - Good for long print runs
 - Requires pressure-sensitive label applicators
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Rotary Offset






Rotary Offset

- Conventional offset printing or waterless offset printing
 - Provides the best overall quality solution for wine labels
 - Can print on a variety of different substrates
 - Typically runs slower than flexographic presses
 - Presses typically 11" up to 20" wide
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Rotary Offset

- Multiple colors, embossing, foil-stamping, and varnish in one pass
 - Tooling is generally not as expensive as most flexographic tooling
 - Label designer's preference because of the flexibility and quality results
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Digital





Digital

- Probably the fastest growing segment of printing wine labels
 - This is due to the amount of small wineries that have come on in the last 5 years
 - Ideally suited for low volume, multiple SKU label projects – **NO PLATE CHANGES**
 - Variable imaging is possible
 - Crossover point continues to grow as technology improves and presses get faster
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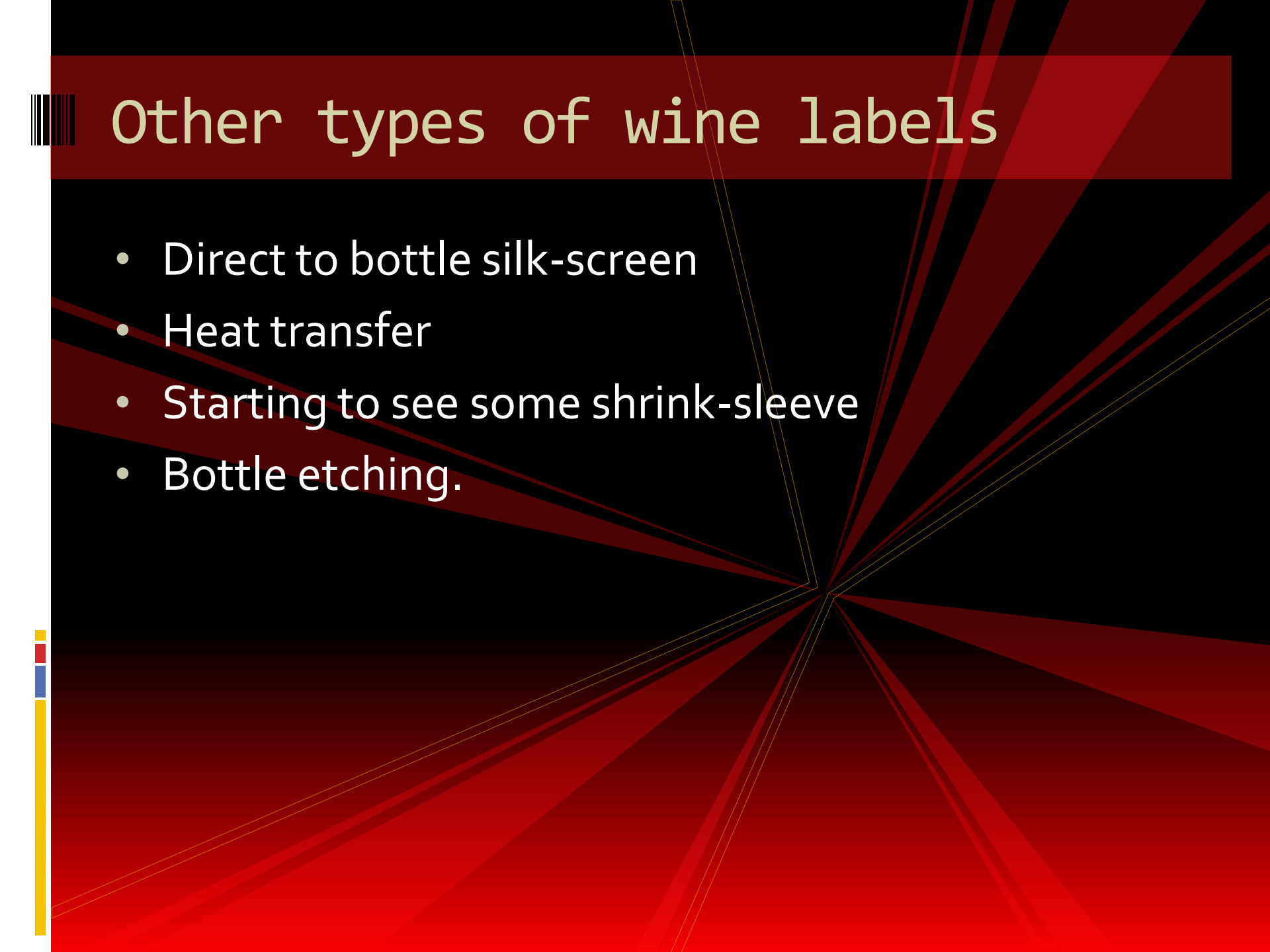


Digital

- Most print in CMYK
- No trap lines
- Substrate needs to be treated prior to printing to accept ink
- Foil-stamping, embossing, varnish, and die-cutting are done offline




Other types of wine labels

- Direct to bottle silk-screen
 - Heat transfer
 - Starting to see some shrink-sleeve
 - Bottle etching.
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What determines the method used?

- Annual volume of the particular label?
 - How is the label applied?
 - How long is the life-cycle of the package?
 - What price category for the wine?
 - Where is the wine sold?
 - How will the wine ship?
 - What value-added techniques are desired?
 - What type of substrate is desired?
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Matching Quiz

1. Small start-up winery that needs 5 different wines of 1000 labels each and uses a mobile bottler
 2. A new design that requires 4cp printing and foil on an uncoated material
 3. 2 wines of 250,000 labels each on semi-gloss
 4. 2 million labels and the customer uses a high-speed rotary labeler
- A. Rotary offset
 - B. Digital
 - C. Sheetfed offset
 - D. Flexography



Questions?

Thank You!

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