

# WINE LABELS

## DIGITAL PRINTING GUIDE



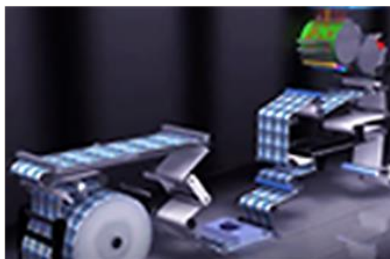
From vine to table . . .  
wine is sold by the label.



www.MaverickLabel.Com  
120 W. Dayton St. Edmonds, WA 98020-4180  
1-800-537-8816 US & Canada  
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BIG & SMALL VINTNERS

# KNOW DIGITAL



VINTNERS WHO ARE IN THE KNOW HAVE ADOPTED DIGITAL PRINTING ON PRESSURE SENSITIVE LABEL MATERIALS USING INDIGO® AND SIMILAR DIGITAL PRINTING TECHNOLOGY AS THEIR STANDARD.

THE COMBINATION OF DIGITAL PRINTING AND PRESSURE SENSITIVE LABEL MATERIALS PROVIDE VINTNERS AND BOTTLERS

**WITH THESE ADVANTAGES:**

- PHOTO QUALITY PRINTING
- MONEY SAVING VARIETAL VERSION CHANGES
- CONSECUTIVE AND LOT NUMBERING
- GREATER FLEXIBILITY IN LABEL SIZES
- ADAPTABILITY TO INTRICATE LABEL SHAPES
- MORE VISUALLY APPEALING PRINTED GRAPHICS
- WIDER RANGE OF MATERIALS
- SUPERIOR PERFORMANCE IN MOIST ENVIRONMENTS (LIKE AN ICE BUCKET)

**THE NEW WAY TO LABEL**



The quality and range of custom digital wine label materials has never been better or larger. From simple whites to exotic eggshell finishes, elegant

foils and transparent clears, your label artwork can do exactly what you need it to . . . capture and keep customers.

All of the materials are backed with pressure sensitive adhesive which can apply cleaner and stick tighter than traditional glue or gum adhesives. In fact, digital label materials and adhesives will perform better during packaging and shipping and last longer in ice buckets than traditional standbys.

**PHOTO QUALITY REPRODUCTION**



The same digital printing equipment used to print the highest quality photos is used to print the highest quality images on wine bottle labels for bottlers around the world.

This quality has been painstakingly adapted to work on more than just gloss photo-like papers. You can now design and print labels with the finest detail for printing onto textured materials such as Estate and Eggshell papers. You will find, as many bottlers have, that the highest quality printing at the best value is now achieved with digital wine label printing.

**LABELING OPTIONS THAT SIMPLIFY AND SAVE**

You can add more options at a lower cost per label with digital wine label printing than you can using any other quality printing method. Adding bottle, cask or bin numbers to your labels is simple and cost-effective with digital labeling. In fact, adding variable numbering and even varietal changes is done easily and affordably.



Your label shapes and sizes no longer need to conform to traditional designs. Digitally printed wine labels can be cut to any size and shape that you can conjure. Because most digital wine labels are printed on pressure sensitive materials, your labels will stand up better when packaged, placed on the shelf and even when they are dropped into an ice bucket or stream. Now you know some of what big and small bottlers know about digital labels . . .

DIGITAL OPTIONS	DIGITAL	OFF SET	PRIMERA®	DESKTOP
ANY SIZE OR SHAPE	●			
VARIABLE PRINTING	●		●	
BOTTLE NUMBERING	●	●	●	
PHOTO QUALITY	●			
PRINT WITH FOIL	●	●		
SELF ADHESIVE GLUE	●		●	●
8+ MATERIALS	●	●		
250 MINIMUM	●		●	●

NOTES:  
All of the digital wine labels materials are available with:

- Varietal (Lot-to-Lot) Changes
- Estate or Bottle Numbering
- Matching Neck and Back Labels
- 250 Label Minimum
- 5 to 10 Day Printing Time

## AMAZING MATERIALS



### Clear on Clear

Clear film with a frosted print. Create a unique etched look on your bottle with this material. Available in a limited number of standard die sizes, but available in an unlimited variety of custom shapes and sizes.

**Colors:** Clear

**Adhesive:** Permanent

**Stock:** Film



### 70# Eggshell

Uncoated paper with wet-strength perfect for wine labels. Permanent Adhesive can be removed in a minimum of 100°F water.

**Colors:** Cream

**Adhesive:** Permanent

**Stock:** Paper

**Weight:** 70# face / 44# liner Total Thickness: 0.0108 +/- 10%



### Estate no. 8

Uncoated vellum paper with wet-strength perfect for wine labels. Permanent Adhesive can be removed in a minimum of 100°F water.

**Colors:** Bright White

**Adhesive:** Permanent

**Stock:** Vellum Paper

**Weight:** 60# face / 43.5# liner Total Thickness: 0.0089 +/- 10%



### Estate no. 9

Uncoated vellum paper with wet-strength perfect for wine labels. Permanent Adhesive can be removed in a minimum of 100°F water.

**Colors:** Cream

**Adhesive:** Permanent

**Stock:** Vellum Paper



### Matte Litho & Semi Gloss Papers

High quality paper label materials with a smooth matte or gloss finish.

**Colors:** White

**Adhesive:** Permanent

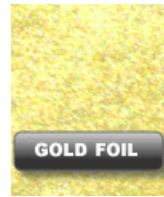
**Stock:** Matte Litho Paper or Gloss Paper

## FOILS

You can *print on* foil materials and you can *stamp with* foil inks.

Digital printing is the right method to choose for printing with or onto foils. You can choose to emboss foil onto any digital wine label stock and you can choose to print your text and design directly onto silver or gold foil label material.

### Gold Foil Label Material



Premium finish metalized paper wine label material.

Constructed by flooding gold over silver foil BOPP.

Main application is for use in elegant wine bottle label

designs and applications.

**Colors:** Bright Gold

**Adhesive:** Permanent

**Stock:** BOPP

### Silver Foil Label Material



Premium finish metalized paper label material. Main

application is for use in elegant wine bottle label

designs and applications.

**Colors:** Bright Silver

**Adhesive:** Permanent

**Stock:** BOPP



# YES YOU CAN PRINT FOILS



YOUR DESIGNS CAN INCLUDE FOIL PRINTING WHEN YOU CHOOSE TO PRINT YOUR LABELS DIGITALLY.

BOTH GOLD AND SILVER FOILS ARE AVAILABLE FOR STAMPING ONTO THE LABEL ITSELF. STAMPING IS DONE BASED ON THE DESIGN YOU PROVIDE WHICH CAN BE EITHER TEXT OR AN IMAGE.

### WITH THESE ADVANTAGES:

- STAMP IN ANY DESIGN OR FONT
- STAMP ONTO ANY MATERIAL INCLUDING FOIL
- STAMP IN GOLD OR SILVER FOIL
- ANY LABEL SIZE OR SHAPE
- STAMP ONTO PHOTO QUALITY GRAPHICS
- ADD LOT & BOTTLE NUMBERING
- MAKE VARIETAL CHANGES
- PRINT AS FEW AS 250
- 5 TO 10 DAY PRINTING TIME

