

Noble Hill Unlocks New Design

The design brief was to refresh the existing Noble Hill range of Paarl wines with a clean, classic and contemporary label while maintaining an "olde worlde" feel. Sumi Gous of Sumi Mosaic Art and Design created a set of pencil sketches which were incorporated into the label design. Each varietal has a unique key that "unlocks" the character of the wine. Blends feature a combination of varietal keys.

The keys were authentically replicated through overprinting on silver foil to achieve the "gun metal" grey result, which contrasts very effectively with the matt texture of Killer White™ uncoated paper. Sumi created the "torn effect" by scanning torn paper and editing to enable its reproduction on press.



"Creating an eye-catching label for each different varietal was a big challenge not only artistically, but also technically. Collotype's shared determination to achieve the desired result made the process memorable and fun."
Kristopher Tillery, Nobel Hill Director.

Rosemount Twilight Harvest

The Rosemount Twilight Harvest tier was designed specifically to become a contemporary wine brand made exclusively for the On Premise channel. The wine style is summery and light and both the Unoaked Chardonnay and Grenache Shiraz Viognier that make up the range are designed to be served chilled. The wine label (designed by The Collective Design) needed to convey the wine style and consumption occasion in a way that appealed to the 30-40 year old target consumer for this tier, while remaining true to the Rosemount brand identity.

Collotype conducted trials on a range of paper stocks with Killer White™ uncoated paper continuing to set the benchmark for label appearance and refrigeration and ice bucket performance.

"While developing an exclusive On Premise tier for Rosemount we needed to create an innovative and contemporary label design that would appeal to a younger audience while at the same time reinforcing the iconic Rosemount diamond label. The outcome was something we are all really proud about; a design that is seeking positive praise from all that see it."
Damian Black, Senior Brand Manager Rosemount Foster's Group.

Occasio Winery A Tribute to Opportunity



John Kinney devoted his career to research and education with the goal of one day owning his own winery. This opportunity came in the form of a spectacular 2007 grape harvest, and with his family encouraging his belief in Occasio aegre offertur, facile amittitur - opportunity comes rarely, and is easily lost, John set out to build a winery to showcase the remarkable terroir of Livermore Valley.

Although created from a simple palate, the Occasio label possesses fine textures that spring to life and create a stunning and elegant package that expresses John's "words to live by," taken from a phrase his debate teacher instilled upon him. The winged, vintage pocket watch signifies not only the uniqueness of each moment of time, but how quickly these moments pass. A closer look at the label will also reveal some of the tools of our passion.

"With such incredible detail that could only be brought to life with precision printing and careful embossing, Collotype was our natural choice for printing this project."
Lori King, Chickadee Branding President.



Delheim's Journey To a New Look

Situated on the slopes of the Simonsberg mountain, South Africa's Delheim has been a pioneer of sustainable viticulture and winemaking for many years, passionately producing wines that embody the hard work and philosophies of the Delheim farm.

Owner, Nora Theil recognised that the label was not fully communicating the essence of the winery's values.

"Delheim's labels have been recognised all over the world as plain, big and white. To make a drastic change to the design was not possible so Haumann Smal Design Studio were tasked with updating the label while maintaining the brands intrinsic characteristics. The change to printing on a more natural feel paper has made the impact we needed to keep up with trends on the international market. Thank you Collotype for the excellent service and quality delivered."
Nora Theil.

The updated Delheim label is printed on uncoated paper, with three spot colours, matt gold foil and High Build Screen combining to produce a clean and classic label. Delheim's commitment to conservation and sustainability has been rewarded with recognition as a Biodiversity and Wine Initiative Champion, and a winner of the Sustainable Wine Tourism Award.



Pepper Tree Wines Branching Away From The Past

In linking a design element that is considered more relevant to the name, Hunter Valley Pepper Tree Wines has refreshed their range with a new logo; an impressive and eye-catching 'Pepper Tree' designed by Marcus Design.

"Pepper Tree has recently completed a major overhaul of its branding and packaging. The initial impact of the changes on our market was vital to the long term success of the project and so the quality of the labels in particular was a paramount issue. The depth and detail of the emboss is a really important feature of the label. The end result is fantastic and a reflection of the attention to detail throughout this process."
John Davis.

The label features gold foil and emboss on the logo, with High Build Screen on the brand name contrasting with the matt texture of uncoated paper.



Aquinas A Nod To Tradition

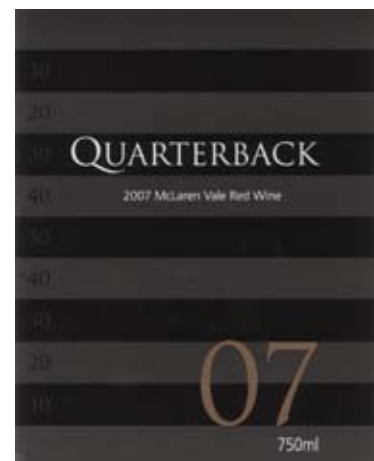
In crafting the wine Aquinas, named after the 13th Century scholar St. Thomas Aquinas, the team at Don & Sons created a wine with class and tradition that recognizes the rich history and culture of Napa. In turn, the latest package for Aquinas exhibits these very same qualities. Printed with rich offset inks, multiple emboss textures and intricate foil stamping, Collotype helped create an upscale label with a look reminiscent of an antique book.



Aussie Quarterback Scores Touchdown

Conceived over coffee at LAX during Superbowl 2001, Quarterback has proved a worldwide winner. Designed by Big Roar, the Quarterback features a distinctive "playing field" inspired front label which uses matt and spot gloss varnish to great effect. The back label incorporates Collotype's Wine Find™ removable reminder, proven to be an effective brand building tool.

"Sold out at every release, we wanted to make a further impact on the export market without changing the distinctive style of the label. This impact proved to be adding a Wine Find. The assistance Matt Willmer and Collotype gave was fantastic, and turnaround time was exceptional. The end result - it speaks for itself."
Krystina De Lisio, De Lisio Wines Sales and Marketing.



Inspired By African Legend...

"There was one green butterfly left on earth and the Great Spirit heard it crying. So it asked the green butterfly why it was unhappy, to which the butterfly replied: "The Hornbill is going to eat me, and then there will be no more green butterflies on earth." And so the Great Spirit created green leaves on the Mopani tree looking just like the green butterfly to confuse the Hornbill."

When Vrede & Lust developed a range of wines to target the female market, Anthony Lane Design Studio drew on the legend of the Mopani leaf for inspiration. The Mopani brand uses the Mopani's natural seasonal colours from spring to autumn to define the varietal colours for each wine. These are brought to life on metalised film through the creative use

of gold lacquer, 3 spot colours, matt varnish, spot gloss varnish and High Build Screen. A great illustration of how a combination of opaque and translucent colours can work exceptionally well on a metalised stock.

The design contrasts the soft curves of the Mopani leaf with strong linear branding to great effect. With a very challenging die shape the dimensionality of the design is further enhanced by the varnish effects.

"The Mopani wine concept was designed to appeal to a specific target demographic, women from mid 20s to mid 40s. The design is very good and we are delighted in the print results."
Susan Wessels, Vrede & Lust.



Wine For a Cause From Mollydooker

"For a long time now Sparky and I have had a huge desire to help others less fortunate than ourselves, so in 2008 we set aside 1000 cases to be bottled under the Sip it Forward label, with all of the proceeds going to charity."

I had heard about the poverty and poor living conditions in Cambodia, but you really don't believe it until you see it. It's something that changes your heart forever. With no running water, no electricity, barely a roof over their heads... and then we visited the main dump in Phnom Penh. The smell was putrid, and watching people scavenging for scraps in such a desperate way was horrible. Amongst all that rubbish, what amazed me is the Cambodian people were gracious and happy.

We visited the Transform Cambodia centres

and the children were so excited to see us. Their love and friendliness was special. They are given a chance to go to school, their school bag, their pride and joy, goes with them everywhere.

What excited me is that we can do so much to give these kids a brighter future. We are planning to fund 3 houses for use as centres, and to pay all the costs involved in running the programme in each of them."

Sarah Marquis, Mollydooker.

Collotype is thrilled to support Mollydooker with this worthwhile project, with labels printed on Collotypes 100% recycled Enviro Label™ uncoated paper stock.



Contemporary & Elegant The Perfect Balance For Snowden

For over 50 years, three generations of the Snowden family have farmed the vineyards, specializing in the prime Bordeaux cultivars. This long tradition and unique location of their vineyards come together to create a classic wine of the European style: rich, balanced and elegant.

The new label design evolved from their first 1993 vintage, also designed by Joann Ortega Snowden of Ortega Design. The pristine and elegant design incorporates the original key elements of the hand-lettered brand name, detailed 'foiled' family crest and small diamond.

The white background on the Reserve label gives the feeling of purity and clarity while the faint abstract 'S' hints to the grape vines. The look is contemporary yet reflects the heritage of this fine, family winery.

"Collotype achieved the quality we wanted in the printing, foiling and embossing of our label. In the 26 years that Ortega Design has been designing labels, there has never been for us, such a professional attitude and achievement of quality."

Joann Ortega Snowden, Ortega Design.



Spice Route Takes an Exciting New Direction

The Spice Route farm lies nestled in the russet-coloured rolling hills of Malmesbury, near Cape Town. Tasked with redesigning the look and feel of this exotic brand, the creative team at Just Design explored a way in which to best capture the many layers of this farm's unique locality – and to do justice to the deeply evocative "Spice Route" name.

Inspired by the farm's earthy tones, textures and layers, the rich reds, ochres, terracotta and oranges of the region's soil inspired red wine varietals, with sky-inspired pale blue and spring green to identify the white wines.

Printed on Killer White™ uncoated paper, a "hand torn" deckle effect on the top edge and two blind embossed lines to border The Spice Route text enhance the natural feel of the

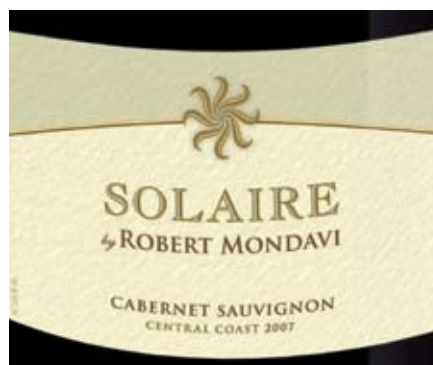
brand. No other embellishments were used on the label to keep the result natural, original and honest. The upshot: an authentic-looking range of wines that is easily identifiable on the shelf.

"The Spice Route label has evolved a number of times in the last few years as we have sought to find a look that encapsulates the essence of the brand. We are extremely satisfied that we have achieved this. The various wines work well together as a range and the elements that have been introduced into the design communicate what we asked the designers to achieve."
Chris Bryant, Spice Route.



A Radiant Refresh For Robert Mondavi's Solaire

During the early 1990s, Robert Mondavi turned his eye to California's diverse Central Coast with its warm sun, cool ocean breezes, and distinct topography. Solaire by Robert Mondavi is a result of his exploration into one of California's most exciting wine regions. The label, designed by HKA, is a mixture of modern colors and sophisticated design cues. Overprinted foil and embossed elements, executed by Collotype's sheet-fed team, help create a brilliant label sure to capture the consumers' attention.



Eden Road Steps Out

Eden Road signifies the journey of life on a road towards a vision of Eden. The road has not always been easy and the value label "The Long Road" is a reminder that commitment and endurance is required of those who choose to travel the road to Eden. The Long Road features Super High Build to great effect. It delivers strong visual impact and the raised High Build adds the third dimension to the label.

The flagship Eden Road range is printed on Killer White™ uncoated paper with a Super High Build bringing the logo to life. The matt

texture of Killer White™ contrasts effectively with the bright red gloss of the logo. Both labels were designed by Moon Design.

"Both labels involved creative design work and printing requirements particularly with super high build on sections of the labels. The assistance and suggestions put forth by the team at Barossa PrintMasters were great and very helpful and the end result is fantastic. The guys on the press were also extremely helpful and willing to do any changes required to make the final product look as good as possible."
Matt Lawson, Eden Road Wines.



Mooiplaas Duel

Like many South African wine estates, Mooiplaas has a long history. The historic manor house on the estate, which remains the Roos family home, holds many treasures, including a captivating old engraving by Emile Bayard, circa 1884, "Une Affaire D'Honneur". This wonderful artwork depicts a legendary duel between two courtesans in Paris, handed down by generations within the Roos family, and was inspiration for a new sparkling wine, Mooiplaas Estate Duel.

"Haumann Smal Design Studio from Stellenbosch came up with a beautiful design for our Duel Cap Classique, but it still had to be transferred to a label. We are very chuffed with the end result, the definition and detail on the label is of a very high standard, the feedback on the end product is tremendous."

Louis Roos, winemaker and co-owner of Mooiplaas.

The etching forms the centre point of the label. The poise and balance of the immortalized dualists where enhanced by a subtle pearl varnish combined with High Build Screen and bronze foil to create a classic label with a touch of femininity. The front label is complimented with a striking neck label featuring bronze foil and crossed swords.

"Our approach to the design of a refreshing, simple and very successful label comes together beautifully with the expertise and passion of the Collotype team."

Andrea Raubenheimer, Haumann Smal Design Studio.



Texture To The Touch

Cape Jaffa, located on South Australia's Limestone Coast, focus on biodynamic and sustainable practices across vineyard and winery. The Cape Jaffa range of labels reflects this connection with the earth, the label using natural colours inspired from the land, sky and ocean.

Touch the label and a whole new world of sensory experience is uncovered. The label surface has been cured with a specially developed tactile grain varnish that has an incredible "gritty" texture reminiscent of sandpaper.

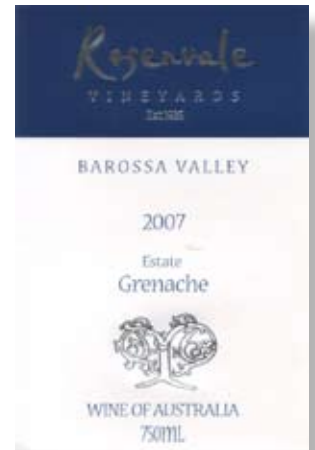
The challenge of creating an abrasive feeling surface, yet needing to ensure "bullet proof" labels able to pass scuff and bottle to bottle impact tests, required significant trialing. With the process developed and qualified, the Cape Jaffa label was brought to life, bringing a new dimension of label sensation into being.



Rosenvale's Silver Lining

When Barossa's James Rosenzweig label requirement grew beyond his existing label specification, he came to Barossa PrintMasters looking for the next step in label evolution. By working closely with James the labels evolved from blue and silver ink to include silver foil, emboss and High Build Screen. By gaining a comprehensive understanding of the business, the print volumes and efficiencies were able to be planned to achieve the added embellishments without additional cost.

"Moving my label print to Barossa PrintMasters not only gave me local convenience, it also improved the presentation of my brand and helped me produce my labels more cost effective by working with me to achieve the result we needed in export labeling."
James Rosenzweig.



Service Satisfaction

Wine of South Australia Group came to Collotype looking for a service solution. With labels destined for the export market, lead times were typically tight, and non negotiable if shipments were to be met.

"Before we started working with Collotype, we had problems with our previous label supplier. Late deliveries, errors and unwelcome surprises met us almost every time we had labels printed. I am very happy to say that the service provided by Collotype is excellent. Everything runs very smoothly and the main thing is that no more 'surprise' for us during or after the printing of the labels. We are very happy to have Collotype as our preferred label supplier."
Jamison Lim, Manager.

With brands developed to meet specific market opportunities, Wine of South Australia Group requires expedient turnaround at every stage of the label communication and manufacturing process.



Success at the USA Package Printing Awards

A clean sweep at the USA Package Print Awards with the podium overflowing.

First Place:

Zinopolis - *Winery Exchange*

Dai Gum San - *Kreglinger Wine Estates*

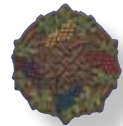
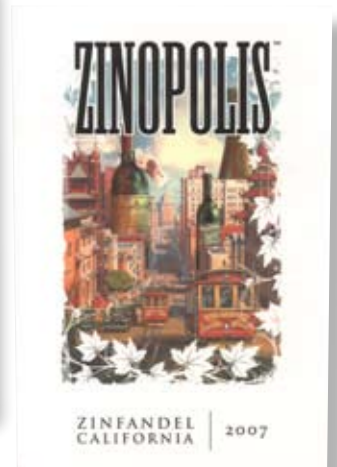
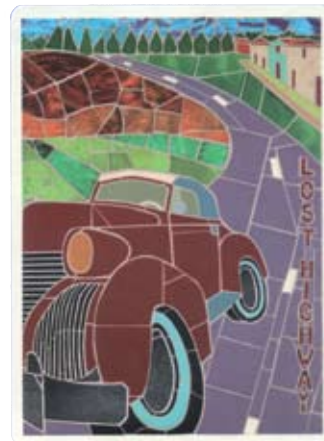
Second Place:

Lost Highway - *Vine St Imports*

Echelon - *Diageo Chateau & Estate Wines*

Third Place:

Drink 'n' - *Stick Some Young Punks*



Innovation Shining through at 2009 LATMA Awards

Collotype awarded Silver for market leading label innovations at the 2009 LATMA Awards.

SILVER:

La Lune - Cape Jaffa, printed on cotton twill weave.

Congratulations to all our award winning customers.

We greatly value your views on any of the articles in this newsletter and any other issues in relation to your packaging. Please contact us as below or via our website.

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