



Rogers and Rufus And sand between the toes

Take a professional wine maker of great repute and a successful wine merchant from the UK, add years of friendship, some nicknames and a common love for wine and a salt water lifestyle, and you have the Rogers and Rufus Grenache Rosé.

Inspired by a love of fishing (Rogers) and surfing (Rufus) and a yearning for a delicious Rosé to accompany them on their adventures, the Rogers and Rufus logo tells all.

Designed by KS Design Studio, a pair of beach shoes and flip flops sum up the lifestyle philosophy, with a cotton twill neck label inspired by the canvas texture of the footwear. The cotton twill theme is carried onto the main label through the clever use of process printing and textured emboss. High Build Screen over the varietal colour on Killer White™ paper completes this package.



R Collection Field Blend An industry standout

The R Collection Field Blend harkens back to the early days in California viticulture when vineyards had several different varietals planted together, and an entire vineyard would be harvested and vinified together. The Raymond winemaking team has revived this tradition of blending multiple varietals together to produce a standout wine.

The distinctive label, designed by ICON Design, is also the perfect blend of multiple printing techniques to produce a standout package. The elegant design, including the use of stunning red and gold foils, is sure to capture the attention of the most discerning consumers.

"We appreciate working with ColloTYPE. They were willing to spend time working with us through various options and choices to develop the label we wanted for the price we needed. ColloTYPE clearly had the capacity to deliver innovative and cutting-edge printing techniques to create the look we sought."

Patrick Egan, Boisset Family Estates Marketing Manager.



Distell Fleur Du Cap Bergkelder Selection

Fleur du Cap has re-launched its entire Bergkelder Selection with a chic new and more contemporary look that reflects the wine's origins in the rich biodiversity of South Africa's Cape Floral Kingdom. Designed by Ann Sandilands the elegant new look flaunts its more feminine side and features a clear seal with intricate foiling detail. This counterbalances a crisp, simply presented body label featuring deckled die-cut edges and High-Build Screen accents.

All the vineyards from which Fleur du Cap wines are made are situated within the Cape Floral Kingdom, the

smallest, yet richest of only six such plant kingdoms in the world. Preserving this unique natural heritage is in the nature of the Fleur du Cap grape producers, who follow the strict Integrated Production of Wine (IPW) guidelines, the wine industry's handbook for sustainable farming, thereby allowing their vineyards to thrive while safeguarding the pristine habitat around them.



Rise gets a super lift

Rising to the occasion, the new Rise range from the Clare Valley's Rise Vineyards combines label shape, paper stock, foil, Super High Build™ and a single colour to create a deceptively simple yet very stylish label. Designed by Brenton Murray of BMD Graphic Design, Rise uses bold branding framed by dynamic curvature resulting in an eye catching label. Printed on 100% recycled Enviro Label™ uncoated paper, the brand is brought to prominence through the elevated gloss of the Super High Build™, with a bronze foil tittle over the letter "i" adding the finishing touch.

"We chose Barossa PrintMasters for their high quality service and the environmental benefits that the Enviro Label has to offer."
Grant Norman, Co-owner.



Mendocino Vineyards A perfect balance

The team at Constellation had a goal of providing consumers what they want: high-quality wine with the added benefit of being made from organic grapes. This concept led to the creation of the brand, Mendocino Vineyards. With the help of Sterling Cross Creative, Constellation introduced a wine that marries balanced structure and crisp green apple flavors typical of Mendocino fruit.

The label is also well balanced with elements of gold stardust, unique varnish treatments and embossing all printing on 100% PCW (post consumer waste) paper stock. The unique design evokes a sense of place as well as communicating luxury.



Primo Estate takes flight

When Primo Estate's La Biondina was selected by Qantas for in-flight service, Wine Find™ was the perfect tool to ensure brand retention was maximised. By incorporating Wine Find™ every bottle served will enable consumers to remove the reminder for future reference.

"We wanted to capitalise on the 'captive market' opportunity and ColloTYPE's Wine Find was ideal for the 187ml La Biondina. The combination of attention, assistance, service and delivery from ColloTYPE has been excellent, not to mention the turnaround time which has been great."
P Dickens, Primo Estate Wines.

Wine Find™ is a proven brand retention and cross promotional innovation ideal for maximising branding and repeat sales.

Port Phillip Estate's label evolution

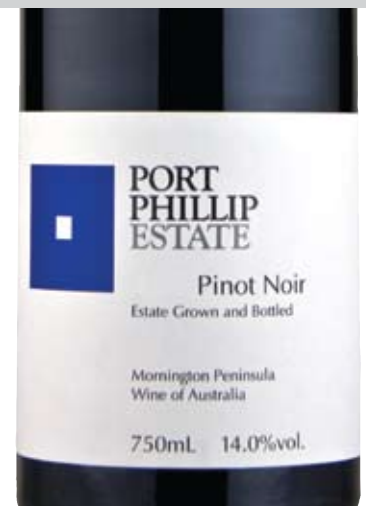
The Port Phillip Estate winery is situated in the heart of the Victoria's Mornington Peninsula wine region. With significant investment in maximising fruit quality from their premium vineyards, and to compliment the completion of the new winery and cellar door, it was appropriate to review and re-fresh the labels.

Without wanting to change the core design, the choice

of substrates was key to transitioning the labels to a more complimentary position in tune with the winemaking philosophy and the rammed earth winery. The labels were transitioned from a film laminate to uncoated paper, with the addition of High Build Screen to maximise tactile impact.

"ColloTYPE worked closely with us when planning the

printing of our labels. They have excellent attention to detail and a strong commitment to customer service. We are very happy with the quality of their work. They always meet deadlines and have a customer service focus that is very important to us."
Sandro Mosele, Wine Maker.



Hopkins Vineyards blends fun



In keeping with the spirit of their winery and the on-site experience they aim to impart on visitors, the Hopkins Vineyard of Connecticut wanted to inject fun and vibrancy into their unique line of fruit wines and cider. By all accounts it was mission accomplished as the Peach wine, Sachem's Picnic wine, and "adult" Apple Cider wine are composed of one central, simple element, and full of vibrant colors with a broad, sweeping gradient as background. The large label size on white stock provides the grand canvas and ensures the full impact of the graphics and color are communicated.

From the inception of the label designs there were two key challenges. First, the large surface area of the screen gradient and second, the potentially high label cost due to the relatively low quantity orders coupled with numerous colors and varied graphics. Fortunately, both of these concerns were conquered via digital printing technology. The process is known for printing beautiful and consistent screen gradations and this project proved no exception. It also helped keep costs in check as the technology eliminates printing plates and minimizes the cost of transitioning from one

label to another during the print process.

"The Indigo printing technology and the surrounding team at Collotype Digital make it possible for us to present our wines with a label that creates attention, is memorable and fun. We can also order small quantities of large, multi-design and multi-color labels at affordable prices."
Hilary Hopkins,
Hopkins Vineyards.

Collotype digital

• EXCEPTIONAL LABELS VIA DIGITAL PRINTING •

Innovation sensation for the Bommy

Designed by Pinnacle Creative, The Bommy by Gallows Wine Co is a great example of a collaborative partnership in label development. The brief called for a heavy stock and Collotype's double thickness Prestige Plus™ uncoated paper was recommended. However the off white creaminess of the paper did not compliment the designs blue wave theme. So the Collotype R&D team went to work to create Prestige Plus White™, a double thickness premium uncoated paper delivering a pure crisp whiteness and smooth texture. Providing the perfect canvas for the "crashing wave" image, the use of blue foil, High Build Screen and emboss come together beautifully.

"After a lot of development work with Collotype we have created a stunning label! Many thanks to all the team for all their hard work and suggestions which were much appreciated. I'm absolutely thrilled with the end result!"
Heather Mitchell,
Pinnacle Creative.



Jeanneret's perfection of nature

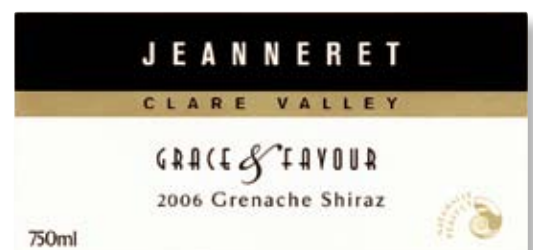
Inspired by Leonardo Fibonacci, the Jeanneret label features the nautilus shell as a symbol of natural perfection. The simple but incredibly effective combination of gold foil overprinted with clear High Build Screen gives the image a sense of depth, definition and texture.

Bold varietal colours frame the shell with the Jeanneret labels using gloss paper for the core range and Killer White™ uncoated paper for the reserve wines.

"The Fibonacci Sequence relates to a sequence of numbers which occur in nature and art, discovered by Leonardo Fibonacci in the 12th Century. The sequence is most evident

in the nautilus shells spirals, displaying the perfection of nature to which Jeanneret Wines aspires.

I've been absolutely delighted with the service and quality of work from Barossa PrintMasters."
Ben Jeanneret.



Enviro Label™ for Pertaringa



At McLaren Vale's Pertaringa Wines, the team behind the brand are passionate about minimising the winery's environmental footprint and maximising the balance with nature, both in the vineyard and wine production. Consistent with this, Pertaringa has adopted ColloTYPE's 100% recycled Enviro Label™ for the 2008 vintage red wines, with a goal to transition to Enviro Label™ for all products as new labels are required.

"Using Enviro Label fits perfectly with our focus on minimising our environmental

footprint. The vineyard team is working towards a chemical free vineyard through initiatives such as bio-dynamics and generational farming techniques. The same goes for the paper stock used for our labels - the more we can support global environmental health through sustainable paper use, the better."
Richard Leask, Pertaringa Director and Vineyard Manager.

The look of leather for Andrew Seppelt Wines

These hand crafted wines, produced in small volumes from meticulously selected parcels of fruit required a label that communicated premium, rarity and exclusivity.

The original design brief was for a leather embossed label. While individual labels could be made, the logistics of adhesives and application were also investigated and considered, but none presented a practical option from a design or application perspective.

Barossa PrintMasters worked closely with label designer Fuller, and winemaker Andrew Seppelt to work through the leather challenges. The solution

came in the use of Prestige Plus™ premium paper, which has a texture very similar to fine leather, and a thickness comparable with the recycled leather. A print trial was commissioned to fine tune the leather look and the supporting embellishments to ensure this label delivered its "flagship" positioning.

With embossed gold foil contrasting beautifully with the brown leather look background, screen print delivers subtle brand reinforcement and a fine spot screen identifies the region. The Andrew Seppelt Wines label conveys its distinctive first class branding message with subtle perfection.



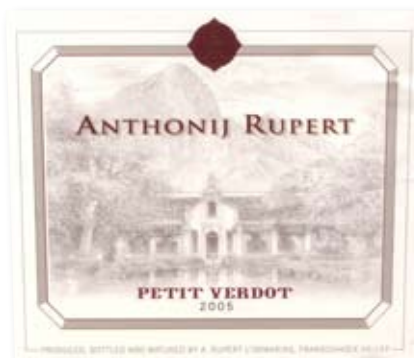
L'Ormarins - Classically inspired

The flagship range from L'Ormarins is the Anthonij Rupert collection of wines, specially selected from the highest quality grapes available in South Africa's Western Cape. The red wines are represented in a classic design featuring the estate and the beautiful mountainous backdrop, with texture and tone achieved through the use of precise emboss detail. A fine foil key line calls for incredibly tight registration and High Build Screen on the brand and logo provide a further tactile element to the label.

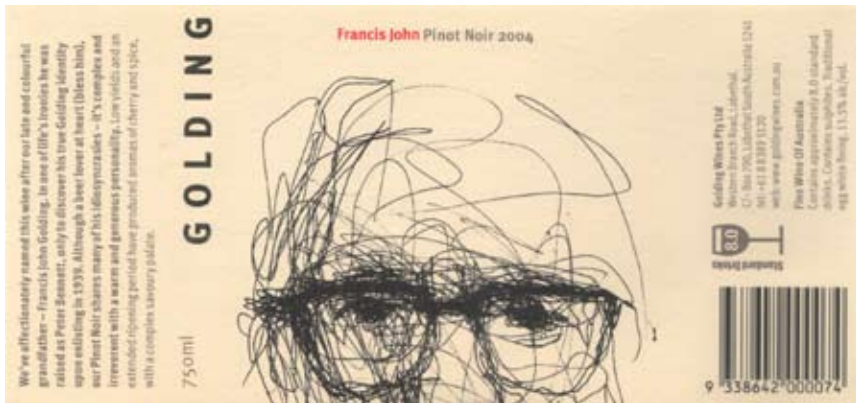
The white wines in the range move from traditional to contemporary, with their floral pattern and the Nemesia brand enhanced with High Build Screen.

The L'Ormarins range continues the classically inspired design with spot gloss grain and High Build Screen framing the embossed sepia image.

All labels benefit from ultra matt varnish on coated stock, creating a neutral background and allowing the design and print elements to come to the fore.



Golden results for Golding Wines



Adelaide Hills Golding Wines are a small premium producer who needed a label supplier that could provide true support for the business objectives through a genuine supply partnership.

The Golding range features labels by designer Drew Joyce of Working Images. *“Technical expertise and willingness to collaborate makes all the difference with new label projects. This has been my experience with Collotype in developing the Francis John label for Golding Wines. Before getting the label to print, Collotype worked hard to fully understand the technical requirements for the project and our expectations. That gave me a lot of confidence that once it was on the*

press the end result would be spot on. It’s great working with a team that understands the commitment required to maintain a high standard for label design and deliver outstanding results for our client” said Drew.

“Our company had printed labels for many vintages before working with Collotype. Now that we have had the experience we can see the potential for our label printing to develop in line with our own plans for growth across our portfolio and our company” said Darren Golding, Proprietor.

Radford re-design resonance

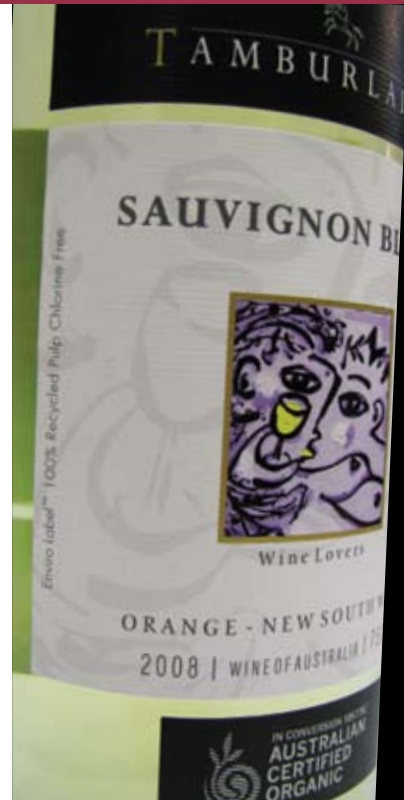
Artisan wine producer Radford Wines decided that the launch of three new wines was the ideal time to incorporate a design upgrade across their range.

With a fresh new look from designer Jen Turner, the Radford label transitioned to a two piece design with Super High Build screen used on the brand and an embossed leaf logo forming the centre piece of the label.

Releasing their first Bio-dynamically grown wine, the Riesling label is printed on Killer White™ uncoated paper with an embossed grain adding additional texture, with the gloss of Super High Build contrasting with the matt texture of the paper stock.

The clean lines and pure simplicity of the Radford labels achieve strong branding and premium presentation.

“It has been a pleasure working with Barossa Printmasters, from the start of the label process through to the attention to detail at printing - their professionalism and care were exemplary. They are a great asset to the Barossa!”
Gill Radford.



Tamburlaine Wines Australia’s largest organic winery gets even greener!

Named after a 14th century warrior prince, Tamburlaine Wines is leading the way in the use of environmentally sustainable labeling. Tamburlaine’s Hunter Valley and Orange vineyards are managed organically to Australian certified organic standards, and in 2006 the winery was certified for organic wine production.

The new series of Tamburlaine labels have been produced to reflect this organic status. Printed on Enviro Label™ 100% recycled uncoated paper, the paper choice is a positive step in helping the winery minimise its environmental impact & ensuring sound environmental practices.

“We are really happy with the new Enviro Label. We have just bottled our latest release of Tamburlaine Reserve wines and our “Wine Lovers” wine range using Enviro Label. We are very impressed with the quality and overall look of the label and see it as an improvement in quality to labels we have used in the past. As we use just under a tonne of labels per annum it has been another great step forward in Tamburlaine’s environmental management strategy.”
Raylee Rumbel, Tamburlaine Wines Export & Bottling Coordinator.



FSC Certification

Collotype's Napa facility has been approved for Forest Stewardship Council (FSC) and Rainforest Alliance certification. Our customers who select FSC label papers can now be assured that the papers are delivered via a secure supply channel. This "chain of custody" approach throughout the supply channel is the key to certification.

Collotype currently offers FSC and Rainforest Certified label papers for both Pressure Sensitive and Wet-Glue applications.



A new beginning for GS Wines

When GS Wines developed their flagship range, the GS series, a new direction in label design and print solutions was required to ensure the label appropriately communicated the essence of the brand.

Jenny resurrected a label concept that had been shelved some years ago, and with designer Daphne Wang set about refreshing the design to meet the product brief. Printed on uncoated paper, the elegant design features a spot gloss screen on the GS logo, with a grain emboss adding contrasting texture.

"Keeping our wine product image fresh and the message relevant is always a challenge, and with the release of the 2008 vintage premium wines we felt it necessary to give the labels a makeover. Not too radical but with elegance and a contemporary feel."

Collotype has given this label the high quality look and feel we needed. The outcome really supports our company vision of providing premium wine to our international customers."
Jenny Lai of GS Wines.



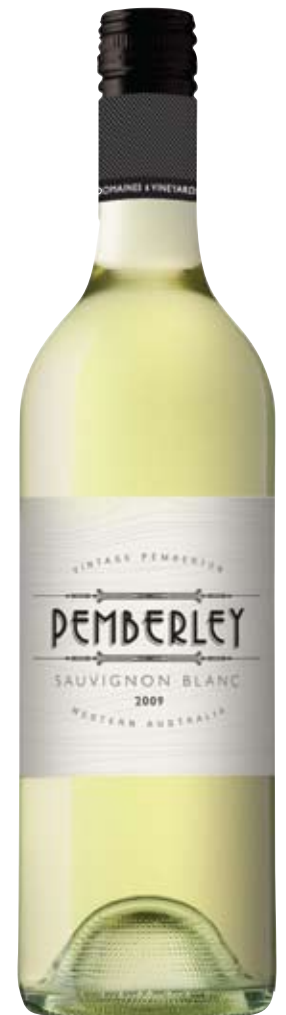
Domaines & Vineyards

A new venture started this year by Winemaker Rob Bowen, Domaines & Vineyards encapsulates Rob's desire to craft wines from individual vineyards in Pemberton and Margaret River.

The first of the Pemberton wines has just been released under the Pemberley Label. The 2009 Sauvignon Blanc label was designed by Adelaide based Woodscannon. An Art Deco theme was chosen to communicate elegance, quality and permanence.

The text base image that has an underlying sense of complexity with the subtle use of fine screen printed detail to give the impression of "country", tracks and timber grain; both of which convey the essence of Pemberton.

The label is printed on uncoated paper with high build screen on the Pemberley brand complimenting the background screen texture, with gunmetal grey foil text circling the logo.



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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