

## Robert Oatley Vineyards Launches with Prestige

The Oatley family have played an important role in the Australian wine industry since the early 1970's, and with the launch of Oatley Wines in 2006 (now Robert Oatley Vineyards), are forging a new path driven by passion and excellence. Working with design firm Public Creative and Collotype Labels, the Robert Oatley brand required some subtle repositioning as part of a new brand platform, through a refined and gentle evolution.

Numerous print trials were conducted to support the creative process and a tight launch deadline required precise project management. Collotype's Prestige Plus™ premium label stock was the perfect canvas for the new design, featuring foil overprint and tactile High Build screen printing.



*"We are delighted with the revised Robert Oatley package and extremely pleased with the new label design produced at Collotype. Labels were signed off on Monday 23rd of February at 5pm and produced, applied and product into stores for national launch on 2nd of March. A remarkable effort by the project team and our thanks to all involved."*  
Rob Hassan, Robert Oatley Vineyards.

## Spier Vintage Selection

When the Spier winemakers achieve a consummate expression of a particular wine varietal, it is appointed to the Vintage Selection range and the year proudly recorded.

Printed on Collotype's Killer White™ uncoated paper the Spier Vintage Selection features matt gold foil, High Build Screen and a stunning grain emboss. The "hand-torn" deckled edge varies from individual label to label, giving each a unique character that reflects Spier's tradition of wine craftsmanship.

*"To interpret this exceptional vintage, our design echoes the winemakers craft. The hand-torn horizon mimics the rugged terrain in which the vines are nurtured, and the textured paper is reminiscent of soil strata. The Spier 'signature' logo is ever present, underpinning Spier as creator archetype, and the vintage is a focal point for emphasis."*  
Simon Frouws, Anthony Lane Design Consultancy.

## Kunde Family Estates Sustainable Elegance



Kunde Family Estate's new packaging was designed to reflect their commitment to sustainable winegrowing and winemaking practices on their family-owned estate. The team's dedication to creating superb, environmentally friendly wines is front and center in every part of their business and they wanted their packaging to convey this.

The Kunde team worked with designer Lisa Hobro, to hone in on their core values while delivering the message of ultra premium quality wrapped in an upscale, elegant package. The new design incorporates earth tones and terra cotta colors that mirror the red volcanic soil that is a signature of Kunde Family Estate. The iconic illustration has also been updated, conveying a true sense of this special winery.

*"Collotype was the perfect partner to work with on this project. Their attention to quality helped preserve brand equity while creating a new look and feel that reflects the extensive investments we have undertaken at the winery. We are very excited for the debut of the new label in the marketplace."*

Marcia Kunde Mickelson, Kunde Family Estate.



## Sticks Ultra Premium Range Elegance on Killer White™

Sticks founder and iconic winemaker Rob 'Sticks' Dolan is dedicated to producing flagship varieties, showcasing the Yarra Valley as an exceptional wine region. The inaugural release of Sticks ultra premium range, Sticks No.29, comprises small volume, handcrafted wines from the finest Yarra Valley vineyards.

The No.29 labels, printed on Killer White™ uncoated stock featuring silver foil and High Build Screen, represent the brand's premium, yet approachable image, and are a perfect

partner for the Sticks Yarra Valley range.

*"These labels are a true reflection of what we set out to achieve with the Sticks No.29 range – they are premium, contemporary and elegant. Collytype worked closely with myself and our design company 'Fizz' from the embryonic stage of development, right through to the final press check, to ensure all our requirements were met."*

*Rebecca Farrow, Sales and Marketing Manager.*



## KISS For a Cause

Paul Stanley, lead singer of rock band KISS is in the process of developing his own wine brand, The Paul Stanley Collection. Working with Andrew Roper of Wines to the Stars and premium Barossa producer, Kaesler Wines, Paul has a range of wines in barrel planned for release in the US in 2010.

Following the tragic Victorian bushfires in February, Paul suggested that a limited series of 2008 Shiraz be released in large format bottles to raise funds for the bushfire victims. Paul is a talented painter with artworks sold to collectors and KISS fans alike, so he dedicated a painting titled 'The New Dawn' to the project.

Using the painting as the label feature, Barossa PrintMasters donated the design and printing of the label, which were then signed by Paul. The large format bottles and the original painting were auctioned at a Red Cross charity event in Melbourne.

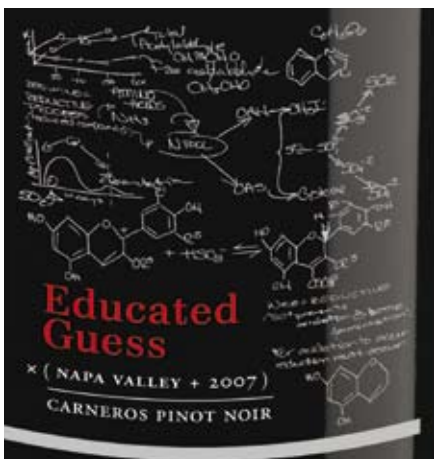


*"It's a hard thing to ask for any donations in a time of stress for many, and with developing the label for Paul's wine, we asked around and found that Barossa PrintMasters were recommended as the company to use for the service and quality result we were seeking. Further to this, with the help of the Barossa PrintMasters team, the job was done right and in a way that only those with passion and professionalism could do. A call from Paul to the company ensured that all was in order and the labels were designed and printed on time. The result – a piece of art that is truly handcrafted and that we are proud to adorn our bottles to be auctioned at the Red Cross Humanitarian Ball."*

*Andrew Roper, Founder of Wines To The Stars.*

*"Holy Cow!!! I was impressed with the outcome, and needed someone to understand my art and treat it with the care needed. The team at Barossa PrintMasters did well under pressure."*

*Paul Stanley, Founder, KISS.*



## The Answer... An Educated Guess.

The name for the brand Educated Guess came about when the team from Roots Run Deep Winery was engaged in a lively conversation about winemaking styles, vineyard sites, and the "art vs. science" aspect of winemaking. After some healthy debate and a few glasses of wine, Educated Guess was born.

The label was designed to tell the story of how one can make an educated guess in winemaking, not to give the consumer

nightmares about their high school chemistry class. The graphics include actual winemaking formulas that are either induced or naturally occur during a specific winemaking process. The rich black background is the perfect contrast for the white formula art and eye catching orange branding complete with high build varnish.



# BrandNewsTheGreenPage

Welcome to what will be a regular feature of Brand News - The Green Page dedicated to environmental stories from our customers and within the Collotype group.

## Wolf Blass Green Label Wines

Wolf Blass recently released its latest range of Green Label wines - as a Crisp Dry white and Cabernet Shiraz. The new Wolf Blass Green Label wines come in a lightweight recyclable plastic bottle (PET) designed to make less impact on the environment, while still delivering the same quality, taste and consistency as Wolf Blass wines in glass.

The PET bottle used for Wolf Blass Green Label produces 29% less greenhouse gas emissions (GHG) over the entire lifecycle of the product compared to a 750ml glass bottle. The claim of 29% less GHG compared to a 750ml glass bottle is substantiated via completion of a Life Cycle Assessment (LCA) as conducted by the external agency Net Balance and then peer reviewed by Energetics as a third party; all in accordance with the International Standards for Life Cycle Assessment in the ISO 14040 series.

*"Our insights show 96% of consumers today claim they'd like brands to show them how they are helping climate change and the environment and we see Green Label as an ideal solution for a more sustainable alternative packaging format."*

*Oliver Horn, Global Brand Director for Wolf Blass.*

Collotype are thrilled to be involved in this exciting initiative which features the recently launched Enviro Label™ 100% recycled uncoated paper. Gold inks are used in lieu of foil, with the label design by Anthem to maximise visual impact while minimising print complexity and reducing excess wastage throughout the print process. A core feature contributing to Green Label's lower carbon footprint is a package 36% lighter in weight compared to a 750ml glass bottle, thus saving on GHG emissions generated during production and transport.

*"The introduction of Green Label is in response to today's more conscious consumer, interested to do their bit for the environment, whilst seeking the reassurance from a trusted brand."*

## Enviro Label™ For Banrock Station New Design



A Global pioneer in environmental initiatives, Banrock Station has been contributing to global conservation for well over a decade, with 95 projects across 13 countries. To further add to their environmental credentials, Banrock Station Mediterranean Collection now use Collotype's Enviro Label™ 100% recycled uncoated paper.

*"We were really impressed with the Enviro Label paper. We explored other recycled papers before but they lacked what we were looking for in*

*quality. Enviro Label delivers the premium matt texture of traditional uncoated stocks, meets all of our performance criteria-and most importantly reduces our environmental impact."*

*Louise Thiele, Banrock Station Senior Global Brand Manager.*

The new Banrock Station Mediterranean Collection was designed by Black Squid and features 6 colours, gold screen and High Build Screen.

## Collotype Reduces Environmental Impact

Collotype Adelaide has been recognised for its committed approach to environmental sustainability across its business operations, receiving a 2009 Business Environmental Award. The award recognised achievements in reducing greenhouse gas emissions, water savings and reduction in landfill waste. This follows Collotype's receipt of the Diageo Australia Sustainability Award in 2008 for environmental achievements.

Collotype Napa has received a trio of recognition from California State Legislature, the representative US Congressman and the Napa Valley Environmental Awareness Team for exceptional recycling efforts and "outstanding and invaluable service to the community."



## Imprimata Bistro Grenache

Imprimata Bistro Grenache - the brief was to create a playful label to reflect the simple enjoyment of a straight forward grenache on a sunny afternoon.

With a challenging goal, Collotype worked closely with all stakeholders to ensure the desired outcome. The four colour label printed on Killer White™ uncoated paper features a figurine wearing a scarf. The neck wrap was designed to echo the label image, but this time it was the bottle to wear the scarf. With both print and bottling trials required the result was a great success.

*"A funky wine deserves a funky label - this is exactly the challenge Collotype could get their teeth into. We are wrapped (excuse the pun) in the end result."*

Nicole Standish, Imprimata.



## Red Baron Takes To The Sky

Fox Creek's Red Baron Shiraz has taken off with a specially packaged 187ml being served on Qantas international flights. With an initial production run of over 250000 units Fox Creek estimate that some five million people will see the Red Baron brand over the next 12 months. An ideal opportunity to use Collotype's on bottle reminder- Wine Find™.

With the label graphic of the fox in the bright red bi-plane reproduced on Wine Find™ removable portion, it delivers strong brand re-enforcement. A perfect tool to capitalise on a captured market!

*"The team at Collotype made my job of organising our Red Baron labels for Qantas a lot easier than I thought it would be. As this was the first time we had ever done labels for the small 187ml bottles I was unsure what would be required but the process and accreditation they use makes each step simple. Collotype's dedication to following the process all the way through was excellent. On the day of printing all the team on the press were very professional and made sure we didn't sign off on the run until it was perfect. Overall an enjoyable experience with a group of professionals. Thank you Collotype."*

Paul Rogers, Fox Creek General Manager.



## Potters Clay Moulds Their Reserve

When Potters Clay Vineyards released their first Reserve it was important to create a strong impression.

*"We wanted the Reserve to be recognised as an extension of the brand, while being distinguished by high quality packaging."*

Donna Bruschi, Brand and Marketing Manager.

Using cues from the original range, the Potters Clay Reserve is printed on Killer White™ uncoated paper, with matt gold foil, emboss and High Build Screen complementing the four colour print.

*"The talented team at Just Add Wine developed a simple, elegant design which complemented our existing range. Collotype worked with us to produce a premium label which reflects the high quality of the wine. Their service and attention to detail enabled them to deliver an outstanding product, within tight deadlines, and set the standard for our new range."*

Donna Bruschi.



## Squid Ink Takes a Giant Step

McLaren Vale Premium Wines were looking for that "wow" factor for their Super Premium Giant Squid Ink label. Working with designer Laura Greer, the label is printed on metallic paper, the four colour process background representing the inky depths of the Giant Squids' ocean home. Red foil overprinted with High Build Screen enhances the foils richness and colour, and illuminates both the brand and the squid reaching out from the depths.

*"We needed to achieve a high level of sophistication with a contemporary feel from this label to reflect this outstanding wine. Collotype delivered with impressive service and quality and a press check that took only ten minutes. The result exceeded our expectations."*

Mary Greer, Managing Director.



## The Epitome of Label Solutions

When Longview Vineyard were planning to release a limited edition Late Harvest Riesling called Epitome, they wanted the packaging to be elegant and sleek, simple yet effective, and something that no-one had seen ever before. With a challenging design by local design team Voice, the doily label concept was developed.

*"The "doily" concept for a dessert wine label was a stroke of genius! Obtaining a flawless effect was paramount and Collotype were communicating with us every step of the way. While Collotype were able to produce a "cut-out" label, the mechanical application would*

*have led to imperfections. The painstaking task of hand applying "cut-out" labels just wasn't practical, but the Collotype team were completely invested in making the "cut-out" effect as real as possible and worked tirelessly to achieve it. We are thrilled with the result, as are our distributors who can't wait to get it on tables and shelves around the nation."*  
Mark Saturno, Longview's Marketing Manager.

Using white screen printing on clear stock has achieved a knockout doily effect that genuinely delivers the look and feel of cut outs, without any compromise in print and application efficiencies.



## Zalze Reaches a New Audience



Zalze was introduced as a natural extension of the well established Kleine Zalze brand. Cut from the same cloth, the Zalze label was to communicate its inherent integrity and quality, as well as the earthiness that is so strongly associated with its origins in the heart of the Stellenbosch Winelands. The new brand needed to appeal to a different audience that may not necessarily have engaged with Kleine Zalze in the past.

*"The symbolism was very important, hence our choice of the stone pine tree, which every*

## A Sparkling Example of Collaboration

When the team at Pacific Rim set out to introduce their new Sparkling Riesling, White Flowers, they encountered a big challenge trying to utilise an unconventional, ambitious design while working within the rigorous environment of a sparkling bottling line. Through a great deal of collaboration, Collotype was able to work with the customer to deliver the desired depth and complexity through creative use of metallic inks on conventional sheet-fed equipment. The end result – a stunning package for a brilliant new wine.

*"Working within very traditional printing boundaries, the Collotype team brought to life our ambitious design. Even without emboss and foil, the final printed label was more compelling and premium than we had hoped."*  
Shawn Bavaresco, Pacific Rim Winery Marketing Director.



*visitor to the farm sees on their arrival, and which has stood watching over Kleine Zalze's vineyards for over 90 years. As a symbol of solid foundations, integrity and a strong connection to nature, this tree naturally became the icon of the Zalze range."*  
Ross Sleet, Sales and Marketing Manager.

Designed by Hauman Smal, Collotype's unique Super Matt finish combined with a textured spot varnish and grain emboss achieves a soft and clean feel to the label, which contrasts beautifully with the gloss of High Build

Screen on the iconic tree. The outcome – a lovely tactile and visually pleasing result, communicating historic symbolism with elegance and style.

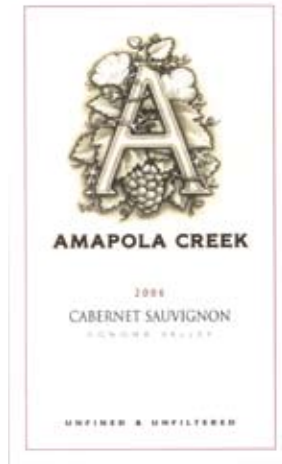
*"Overall, the combination of design, materials and processes resulted in a clean, yet earthy and sincere label – exactly as we desired. The feedback we have received from the trade and consumers alike has been extremely positive, and we are delighted by the brand's success."*  
Ross Sleet.



## Collotype's clean sweep at the IAPHC International Gallery of Excellence Awards.

Collotype is thrilled to have received 7 Gold, 3 Silver and 2 Bronze at the International Gallery of Excellence Awards in the US.

Congratulations to our award winning customers for your stunning label success.



### Gold

Rosemount 'O' (Fosters)  
 90 Mile Desert Extra Virgin Olive Oil (Coonalpyn Olives Management)  
 Jeanneret Doozie (Jeanneret Wines)  
 Expatriate (Oliver's Taranga)  
 Amapola Creek (Arrowood)  
 Wolf Blass White Label (Fosters)  
 Vintage Ink (Indelible Wines)

### Silver

Velvet Glove (Mollydooker Wines)  
 Fingers Crossed Rosé (Marlargo Wines)  
 Mad Russian (Nova Vita)

### Bronze

Emu Rise (Warburn Estate)  
 Climbing (Cumulus Wines)

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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