

In Honour of Graham Beck

In keeping with the Graham Beck Wines mantra, 'Nothing Less' (than the best), Collotype Labels South Africa is proud to have been involved with 'Ad Honorem'; literally 'to the honour' of the venerable Graham Beck, a true pioneer and innovator of the South African wine industry, who passed away in 2010.

A flagship red blend made in tribute to the man who so shaped life at Graham Beck Wines, Ad Honorem captures the commitment to excellence that Mr Beck fostered at the winery.

Designed by Haumann Smal, the label brief was for a clean, simplistic, subtle and ultra-elegant design on a premium paper stock. A feature of the label is the sculptured emboss, which sits proud on the matt uncoated paper; a grain emboss delivering additional texture. White foil, high build screen and combination varnishes complete the label.

"I'm extremely happy with the quality of printing by Collotype - I had complete confidence in entrusting them to print this very special label for our icon wine."
Lisa Keulder, Graham Beck Wines Brand Manager.



TUSCAN WINE LABEL PRINTER JOINS THE GLOBAL WINE AND SPIRIT GROUP

We are delighted to announce that Italian wine label specialist La Cromografica has joined the Collotype Labels wine and spirit group.

La Cromografica short run technology solutions are common to our other wine label operations, and their specialised focus in premium wine labels will complement our existing Italian business, Guidotti Centrostampa. Situated in the heart of Tuscany, La Cromografica's management team will continue to run the business from their Florence location.



Gabriele Belardi, Marco Caciotti and Giovanni Sizzi

SOUTH AMERICAN OPERATIONS JOIN THE COLLOTYPE GROUP

Two label operations in Latin America; one in Santiago, Chile and the other in Mendoza, Argentina have joined the Collotype group, in a partnership arrangement with Mr. Fernando Aravena.

Collotype and Mr. Aravena have a relationship spanning many years, and we are thrilled to be able to partner with him and his established team. The two operations will take on the Collotype brand name, combining Collotype's global reputation with a proven track record in the region and long standing customer relationships.



Eduardo Borrás, Fernando Aravena, Salvador Correa and Luis Carlos Valdes

Woodstock "The Stocks"

Named after a set of medieval wooden leg stocks which still stand in the town of Woodstock in Oxfordshire, England, "The Stocks" Shiraz is the flagship wine of McLaren Vale's Woodstock.

The redesign by KSD captures significant quality cues that uphold the reputation of the flagship wine. ColloTYPE's Prestige Plus White™ double thickness paper provides the canvas for the new design elements, which include a beautiful emboss, gold foil and high build screen.

"The Stocks Shiraz is our single vineyard flagship wine sourced entirely from 31 rows of circa 1900 estate grown wines. Yields are deliberately kept low to ensure good intensity and purity of fruit. For us, the label needed to reflect the quality, intensity and prestige that is our flagship wine" said Woodstock Marketing Manager, Bernice Ong.

Karin Seja, Principal of KSD said "KSD are always delighted to work with ColloTYPE as their technical expertise and desire to push the boundaries always result in a far superior label than we could have hoped for. The move to the heavy weight stock and added embellishments gave all premium cues befitting Woodstock Estate's flagship wine label."

"You're always taking a bit of risk being the first to trial something new. The dedication and commitment from ColloTYPE to ensure everything went smoothly was truly commendable."
Bernice Ong.



Gold Class Solution For Diageo

When Diageo looked to redress their Goldschlager Swiss Liquor, Guidotti CentroStampa S.P.A. provided the solution with a no label look to replace the screen printed "painted glass" finish. Printed on a super clear transparent stock, the label uses two screen inks and gold foil to replicate the original embellishments, while providing the flexibility of label application at point of bottling.

Bottled in Italy and distributed mainly in USA, Canada and UK, this light colored Cinnamon Schnapps Liquor has small slivers of gold floating in suspension.

"We're very happy with the result - it allows us to re-engineer the value of the brand, keeping the same level of premium quality in front of the consumers."
Simone Rossotto, Diageo's Supply Project Manager.



The Medhyk Honours the past and looks to the future

Medhyk is Cornish for Doctor, and The Medhyk Shiraz is named in honour of South Australia's Angove Family Winemakers founder Dr William Thomas Angove and his Cornish origins.

"Whilst a simple looking label and design at first glance, there is a lot of detail that has gone into this package, thanks to the talents of Tucker Creative. With the help of ColloTYPE we were able to work through any issues as they arose and they delivered a world class label for this truly world class wine" said Matt Redin, Marketing Manager, Angove Family Winemakers.

Printed on Prestige Plus Felt™ uncoated paper, the label features the full Angove family crest in silver foil which is overprinted to create definition and texture. A sculptured emboss delivers dimension and definition, completing this stunning centrepiece. The double thickness of the Prestige Plus™ adds a further element of quality and premium to this striking label.

"The Medhyk label was a true coalition between the team at ColloTYPE, Angove Family Winemakers and Tucker Creative, and we are extremely proud to be releasing this in our 125th Year."
Matt Redin.



Foppiano Vineyards A Brand Reinvented

Foppiano Vineyards, a leading producer of Estate-bottled wines from California's Russian River, recognised the need for a comprehensive redesign of their 113-year-old brand to attract a broader audience and signal a substantial increase in the quality of their product. For this important initiative, where both design and production quality were essential, Foppiano turned to Voicebox Creative and Collotype.

To celebrate Foppiano's rich heritage and renewed commitment to quality winemaking, a design was created that is approachable, yet sophisticated and features an elegant, hand-drawn script and subtle design cues. To establish a clear sense of place, Voicebox chose reflective imagery of the Russian River, which borders the Foppiano estate.

The new label design is printed on a matte stock, using Collotype's proprietary textured-grain emboss treatment. A beautiful ink-over-pearl-foil print technique helped to achieve the exquisite detail of the river imagery, which perfectly highlights the river's reflective quality and affirms Foppiano's history as a pioneer of the Russian River appellation.

"Collotype really helped us attain the quality level we were looking to communicate on our new labels. Our design team at Voicebox is very exacting and Collotype rose to the challenge every time with their recommendations. We're very excited for the brand's relaunch into the marketplace and thank the entire team for all their efforts in getting us here."

Todd Arterburn, President, Foppiano Vineyards.



Altia Finlandia

Altia Finlandia vodka launches a new sophisticated package with a stylish "no label" look, featuring fine print effects and the appeal of brilliant silk screen colours.

The classic Finlandia is pure sophistication; clean, crisp and elegant, and the flavoured variants really stand out through the freshness of fruit images and vibrant text.

The back labels enrich the package with metallic sheen on both the external and internal side, visible through the bottle.

A sophisticated and classy result achieved through the selection of raw materials in combination with appropriate printing processes deliver a vibrant and strong brand presence, sure to catch the eye.

"Only with combo printing techniques we could have reached such a sophisticated result in terms of colours and details!"
Geoff Mayer, Brown-Forman Corporation.

Jason's Hill Private Cellar

Understanding the essence of the brand, the focus on Estate grown quality, the proud family heritage and the feminine touch, and integrating those key elements into the label was the key to ensuring a stunning outcome for South Africa's Jason Hill Private Cellar.

Designed by Inkyspot Design, the new Jason's Hill labels uses foil on uncoated paper as a foundation feature, with foil overprinting used to deliver dimension and contrast. The use of foil colour combines with a spot colour in the crest to define the varieties. The Jason's Hill brand, embellished with high build gloss screen stands proud on the matt paper, with a screen grain adding a further tactile dimension.

"With Collotype we were really spoiled for choice. Whether it is the type of paper being used or the different shades of colours to choose from, they put thought into every single element of the label to ensure that the end product is nothing less than outstanding, a true reflection of our brand."

"Ivy Du Toit, Director and Winemaker."



Nachtmusik Delicious Re-Design

South Africa's favourite chocolate liqueur has been given a subtle but very effective packaging make-over - its first in 14 years. Designed by Farr Van Der Vlist Design, Nachtmusik's curvaceous new label carries cues to the liqueur's texture and flavours, highlighted through the visually appetising swirl that appears in the foreground of the label.

"It's exactly what you see when you pour Nachtmusik from the bottle into your glass," says brand spokesperson, Lorien Kee. "It remains one of the leaders in its category but like any well-loved classic, it needed some nuanced fashion styling to bring out its ample proportions and elevate its relevance."

The new label features gold foil and gold ink, six colours and high build gloss screen. The design includes a more prominent harp motif featured on the swell of the bottle, underscoring the musical association with the brand that takes its name from Eine kleine nachtmusik, Mozart's world-famous 18th century string composition.

"The advice and support from Collotype was only surpassed by the print quality off the press - a fantastic result."
Lorien Kee.



Pirathon By Kalleske of Barossa

Pirathon is an ancient word for pinnacle, and this wine was created in the belief that Shiraz is the pinnacle grape of the Barossa in South Australia. A hand crafted wine sourced from a small group of dedicated high quality growers, the brand needed to reflect the quality of its origins and the story behind the wine.

"We have been really impressed with the quality that Barossa Print Masters have given us here at Kalleske, right through from the service to the finished product. The team have gone out of their way to make sure we are happy and that gives us 100% confidence. Pirathon is a wine that a lot of people talk about and a big part of this is the way the final package looks. The Killer White paper is especially impressive, with its fresh clean look and the great contrast it gives to the embossed silver foil."

Andy Ellis, Kalleske Wines.



Donna Fugata Grappa

The prestigious grappa Ben Ryè by the famous Sicilian wine producer Donnafugata is well known to connoisseurs, and now displays new packaging that refreshes and invigorates the image of this product.

A gold bronze pearlescent effect frames the centrepiece image, where farmers work in the vineyard under a gold sun; the rich hues reminiscent of Sicilian colours and the unique atmosphere of this island and its inhabitants.

Sober richness is replicated on the display box, featuring bronze powder highlights on the cream white embossed specialty board.

"Tradition and technology combined to reach a perfect balance. I have appreciated your capability to achieve comparable rich results on such different materials."
Mrs Gabriella Anca Rallo.



Campari Aperol

Gruppo Campari has released an attractive restyling of the famous Aperol. The new typeface, brighter colours and gold foil solution are all enhanced by a high gloss finish, delivering freshness to the package. The new orange colour matching the liquid hue visually connects the label to the aperitif.

"The new style represents Aperol's modern and informal side, ensuring Aperol will stand out from the crowd in the same way anyone enjoying the orange drink does."

Andrea Neri, Gruppo Campari International Brand Director.



The Natural Beauty of Trailhead

With a name like Trailhead, the team at Wheelhouse Wine Cellars wanted a label design that featured a natural trail but also had strong shelf appeal. The challenge was to include natural colors from our environment and do so with a very sophisticated approach.

The design includes a striking sepia-toned illustration highlighted with screen gloss and framed with rich colors varying between varietals. The stunning combination results in richness and depth that brings nature to the table in style.



Essenze

A Pure Expression of New Zealand

McWilliam's Wines has long been known as a leader in producing high quality Australian wines for the domestic and international markets. Complementing this dedication to quality is the commitment to crafting refined labels that reflect the specific characteristics of these award winning wines.

The development of the Essenze label was founded on the understanding of what customers around the world have long known: the most pure expression of New Zealand is found in its wine.

Printed on Killer White™ uncoated paper the label features the Koru inward coil with a high build screen gloss varnish and "Corella" grain emboss bordered with silver foil to deliver a pure and crisp label reflecting the origin of New Zealand's wine.



Mythical Roman Warrior Sees New Life

South Australia's Anvers Wines focus is on quality through everything they do. Proprietors Wayne and Myriam Keoghan are passionate about their brand which features an image of a mythical roman warrior named Brabo on the label.

Historically, the warrior image was not as crisp and defined as Wayne and Myriam desired. A re-design with Adelaide's Tucker Creative cleaned up the image and the right print solution from Collotype ensured the real subtleties of the warrior came to life. Using pre-print proofing to provide dot for dot targets ensured all expectations were met and the detail and depth in the print result really impressed.

"After struggling to get an image of the warrior that worked on the label with the right colours and detail we commissioned Tucker Creative to fine tune the design and turned to Collotype to deliver the print solution. Now Brabo has been brought to life, with a more even and sharper dimension to his characteristics. We are very happy with the outcome."
Wayne Keoghan, Managing Director.



Ruffino Prosecco

Prestigious Italian winery, Ruffino has extended its portfolio of selected wines with the Prosecco, produced with grapes from famous Valdobbiadene area.

The elegant brilliant orange background delivers great contrast to the dark bottle; the laid paper has been customized with a special emboss creating an appealing tactile and visible effect.

The label is enriched with gold foil and an embossed Ruffino logo beautifully finished with a spot gloss to deliver a balanced, luxurious result.

"Simple, elegant and rich at first glance; sophisticated and well detailed if you look carefully at all elements present. A very good result for launching a new product under a prestigious and historic brand."

Angelo Biggioggero, Plant Director.



Launching An Offensive On Tradition

At the turn of the 20th century South Africa was locked in a bitter civil war - the Anglo-Boer War. The two warring parties were the Boers, led by President Kruger and the Brits led by Field Marshal French.

110 years later two best friends (a Boer and a Brit) who met while studying viticulture & oenology discovered a mutual connection - they were both direct decedents from Kruger and French. So while their forefathers were bitter enemies, Stefan Gerber, the great-great grandson of President Paul Kruger and Alexander Milner, the great-great grandson of Field Marshall French, joined forces to make wines for all the people of South Africa to enjoy.

Designed by Fanakalo, the labels combine five colours and high build screen on an Antique uncoated paper. The theme is intentionally light-hearted, communicating an historic event with modern cues.

The motto of Boer & Brit winemakers Alexander and Stefan is living proof: "The war is over... let's party!"



There's Apples In Them There Hills

The Hills Cider Company craft their apple cider from 100% fresh apples sourced exclusively from local growers in the Adelaide Hills.

To capture the essence of the Hills community, owners Steve Dorman and Tobias Kline looked to Collotype to develop a label with rustic and traditional appeal. Combining super matt varnishes and in line graining on premium coated stock achieved an "old-worldliness" look and feel, while guaranteeing robust moisture performance.

"We are very passionate about what we do, supporting local producers, using the freshest apples with no added concentrates, flavours or sugars, and it is critical that our packaging reflects our philosophy. The support and advice from Collotype was tremendous and we are thrilled with the result."
Steve Dorman.



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.

| | | | | | |
|--|--|---|---|---|---|
| AUSTRALIA Andrew Holt Telephone: +61 0 417 871 761 Facsimile: +61 8 8405 0544 Email: ajh@collotype.com.au | NEW ZEALAND Peter Harvey Telephone: +64 9 373 5153 Facsimile: +64 9 373 5155 Email: peter@woodbinegroup.co.nz | NORTH AMERICA David Busé Telephone: +1 707 603 2535 Facsimile: +1 707 603 2555 Email: dbus@collotype.com | SOUTH AMERICA Fernando Aravena Telephone: 56 2 586 3901 Email: fernando@etikolor.cl | SOUTH AFRICA Rian Moore Telephone: +27 21 860 0000 Facsimile: +27 21 872 0267 Email: rian@collopaarl.co.za | EUROPE Andrea Guidotti Telephone: +39 58 340 3370 Facsimile: +39 58 340 3671 Email: andreaguidotti@centrostampa.it |
|--|--|---|---|---|---|



Proud sponsors of the Wine Australia
Landmark Tutorial

"WORLD'S BEST PREMIUM LABEL SOLUTIONS"

www.collotype.com

