

P R E C I S I O N L A B E L S

# Off THE WEB



## STRIKING NEW LOOK FOR COUGAR

### WHAT'S INSIDE

- NEW DESIGNS & INNOVATIONS
- NATIONAL PRINT LABORATORY Pressure Sensitive Labels
- RESEARCH & DEVELOPMENT
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- OUR SOCIAL CLUB Precision Scene



**KINGSTON ESTATE  
LAUNCHES** *Nautico*



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## From the Editor



**Rod Bryan — General Manager**

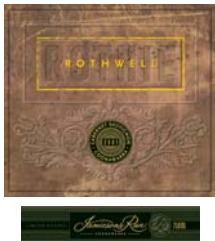
Spring 2005 has been a challenging time for suppliers to the wine industry; particularly when compared to the same period last year. Tighter market conditions have resulted in reduced inventory levels and this has resulted in a seasonal reduction in demand for packaging materials including glass, cartons, closures and labels.

Another symptom of the cycle that we are in is reduced production quantities, as our customers manufacture to order as opposed to building stock of finished goods. It is now common for our customers to order less but more frequently so flexibility is vital. We've worked hard during 2005 to improve our workflow processes, enabling our production team to manufacture labels with reduced lead-times. Increased capacity has helped but one of our greatest challenges is delivering work to the presses within a tight time frame.

During 2006 we will be introducing the assistance of automation in artwork transfer and approval. We're confident that it will reduce our lead-times further and our customers speed to market performance. In this edition of Off the Web you'll find articles on some of the new labels we've developed with our customers. As well as these print innovations, there are several new projects currently being worked on by our materials division that will make 2006 an exciting year for the continuing growth of the company.

### 'WINE LABELS OF THE WORLD' CALENDAR

Congratulations Penner-Ash & Fosters Wine Estates. In a contest of over 80 qualified entries, Precision Labels customers were rewarded with a place in the prestigious 2006 'Wine Labels of The World' calendar. Winners are selected based on outstanding design, print execution and use of paper. The calendar is produced in Chile and distributed in limited numbers world wide. With only 12 spots on offer it is a highly sought after and prestigious accomplishment for the chosen brands. The judging panel incorporates industry experts from regions including Portland, Oregon and Napa Valley, California.



LEFT: Fosters Wine Estates "Rothwell"  
RIGHT: Penner Ash

## R&D update

Research and Development

### Magic White Pearl Ink

Issue 1 mentioned the need for further testing on pearlised coatings. Magic White has now been scuff tested and is currently being used on 2 brands. This exceptional, stunning pearl finish dazzles on the label, drawing the eye with both colour and texture.

### R I V E R B R E E Z E

The Hardy Wine Company has recently taken advantage of one of Precision's latest innovations, Liquid Gold Foil (or LGF for short!) for its value-for-money brand, Renmano River Breeze. Previously printed using traditional foil, this high-volume product underwent a re-design a short time ago and LGF was considered the perfect component to achieve a stronger, attractive presence and assist in cost reduction. After much trialling and examination of alternative products, we are confident



our LGF offers a fantastic finish and some distinct advantages over traditional foil. It is easily applied to any coated stock, substantial savings can be made on tooling costs and there are cost savings over conventional foil. The finished product achieves a greater look and feel on shelf and provides real cut through amongst other products at this level. LGF can be matched to most existing gold foil shades and has a bright metallic lustre. **Why not inquire to see what LGF can do for your labels?**

### NATIONAL PRINTING LABORATORY

E-Bulletin Wednesday, 15 June 2005

### PRESSURE SENSITIVE LABELS FOR WINE BOTTLES

The National Printing Laboratory has recently investigated about twenty complaints involving pressure sensitive wine labels, in which it appears that the two major issues for the industry are poor appearance and scuff. Whilst poor appearance might include scuffing, for the purpose of this discussion scuffing will be treated separately in a later edition.

#### Poor appearance

Basically, poor appearance of labels is caused by creasing or bubbling of the label, and in every one of our investigations these faults have been caused by poor bottle profile - this is where the label panel of the bottle is distorted by "sinks" (depressions below the normalised surface) or by "bulges" (bumps above the normalised surface).

The nature of dry paper is that it possesses very little elasticity. That means it cannot distort to the bottle contours without creasing in the case of bulges or by bridging the sinks. Even if the label were to be pushed and distorted into the sink, the resulting strain on the paper would cause the adhesive to give way in a very short time (well before it became "permanent"). It is the bridging of the label over the sinks that causes the appearance of bubbling.

The glass manufacturing industry has very wide standards for bulge and sink, and even bottles within those standards can cause labels to crease or bubble. With current glass manufacturing tolerances it is impossible to guarantee surface profiles suitable for pressure sensitive labels, but the choice of label stock and size can markedly worsen the problem. These are our conclusions and thoughts:

Heavy, thick, stiff labels are less likely to be able to conform to poor bottle surfaces than thin flexible labels.

The larger the label the more chance it has of encountering a poor surface profile area on the bottle, and the more it will be required to distort to cover bulges, leading to high creasing tendencies.

The "ideal" label would be small, thin, flexible and elastic. The adhesive would have an initial tack higher than the tension caused by the strain of the label in distorting to the shape of the bottle. The adhesion strength would never reduce from that initial high tack value and would rise in value with time.

## NAUTICO - Kingston Estate

This truly vibrant and eye-catching product range is creating tremendous interest with consumers.

Precision Labels were pleased to work closely with Design Core and Kingston Estate to create a highly embellished label for this exciting new product range.

Through the innovation of 'ultra' high build screen inks, highly detailed emboss blocks and silver foil, the Nautico concept became reality. And the early results in a congested marketplace have been very positive.

*"Nautico moves freely beyond the boundaries by enhancing the natural, dominant flavours of wine. While undoubtedly innovative, our research confirms consumers are ready for and want Nautico."*

*"Nautico can help move inexperienced wine drinkers into the world of wine. We know our target market enjoys a range of drinks. The good news is at our tastings, 100% of those whose alcoholic drink of choice was not wine, preferred Nautico over the un-infused wines."*

**Lynda Shenk — Kingston Estate Wines.**

# Nautico



## COUGAR

Precision has worked closely with Hoyne Design in Melbourne to produce new labels for the Cougar range of spirits, owned by the Fosters Group. The multi-colour, embossed labels were printed on a Gallus EM280 flexo press. The design includes an image printed on the reverse of both the body and the neck label.

Shortly after the release of the new design, a 'dry peel' synthetic version of the neck label was produced for a promotion. The end result was a dry removable layer with variable information printed on the reverse. Once removed the original multi colour neck label is left on the bottle for brand integrity.

Other products in the range include Dark Rum, XS Bourbon and a range of RTD products that will be featured in the next edition.



## NV — The Green Eyed Liner

In our first edition of 'Off the Web' we introduced the 'Clubbers Corner' segment where we would be updating you with many of the developments Precision have in the pipeline.

The first innovation we will be unveiling is a new high performance release liner – What we at Precision have christened **NV Liner**.

Whilst release liner provides the mechanism that allows for quick clean label changes on the application line, they can also be the source of significant down time. Lost time through annoying liner breakages can offset much of the advantage of fast changeovers. These issues are exacerbated by the wet environment and high labelling speeds that prevail in the modern bottling hall.

Other opportunities to improve the release liner include a lessened environmental impact and lower cost. The liner also represents one of the largest cost elements in the selling price of a label.

Precision / Labelmakers have embarked on a co-operative development with Amcor aimed at producing a lighter, stronger release liner with reduced environmental impact.

This development combines recycled polymer and fibre technology to produce a liner that is:

## CLUBBER'S CORNER

Graeme Lang, Labelmakers Group  
Technical Manager



✂ **Thinner** – Delivering more labels per roll and fewer roll changes

✂ **Lighter** – Reducing shipping costs and assisting our customers in meeting their Packaging Covenant objectives to reduce materials.

✂ **Stronger** – Significantly reducing liner breakages particularly those resulting from mishandling rolls or exacerbated by wet application environments. See Table.1. below

✂ **More readily recycled** – More effective gravimetric separation is provided through the unique polymer selection.

There is still a great deal to be done in optimizing the release system and establishing the recycling infrastructure but we believe this is an initiative that will, in time, make us the NV of the industry.

NV Liner vs Std. Glassine					
Test	Units	No. Tests	NV Liner	Std. Glassine	Method
1. Grammage	g.m <sup>-2</sup>	10	56.8	61.9	ASI301.405s
2. Thickness	µm	20	51	55	ASI301.426s
3. MD Tear	mN	10	524	295	ASI301.400s
4. CD Tear	mN	10	521	389	ASI301.400s
5. MD Tenstile	kN/m	10	8.75	6.58	ASI301.448s
6. MD Stretch	%	10	1.6	1.9	ASI301.448s
7. CD Tenstile	kN/m	10	2.08	2.31	ASI301.448s
8. CD Stretch	%	10	3.0	4.7	ASI301.448s
9. MD Edge Tear	N	10	32	9	T 470 om-86
10. CD Edge Tear	N	10	31	9	T 470 om-86
11. Cobb ricinic	g.m <sup>-2</sup>	5	1.2	1.1	ASI301.411s

**P.I.C.A. AWARDS**

Precision Labels attended the Pica awards in September and accepted the Bronze award for "Roll Fed self adhesive labels- Offset" with "Mitchelton - Heathcote 2003 Shiraz".  
 Congratulations to Lee Gradisar who was awarded the LIA Graduate of the year 2005 SA Division.  
 Lee completed his apprenticeship in 2004 and has been a valued part of the team for 5 years.



**LEFT: Rod Bryan, Eric Viergever, Bob Clifford, Lee Gradisar, Glenn Castell, Vic Gradisar. LOWER: Kearon Custance, Toni Cameron and Ann Gradisar.**

**RIGHT: The Award winning Lee Gradisar.**

**WHAT'S NEW** As heard on Precision's own ever reliable "Grape Vine" comes the news Paul Gradisar from Repro and partner Charlene are expecting the pitter patter of small feet sometime in the near future. Congratulations to Paul and Charlene.



**PRECISION PERSONALITIES**

Meet our receptionist Cheryl Mold. Cheryl has just had her 1 year anniversary with us, in which time she has become a valued member of the team. Prior to this she was a receptionist for a Medical facility and also for Zamels Financial. Popular with all of her colleagues, she juggles incoming calls and administration duties with ease. Cheryl enjoys being a mother to her 3 children and spending time with them when she's not working.

**Precision Label's own star receptionist Cheryl Mold**

PL PIN BOARD

**P.L. Social Club goes BOWLING!!!**

Full of strikes, spares, gutter-balls, spills and thrills. Ten Pin Bowling at Sliders – Woodville Bowl, was enjoyed by those who attended.

Thanks to everyone who participated!

*The champions of the alley were:*

- Rick Conway – 153
- Frank Breen – 151
- Greg Sheridan – 149
- Kearon Custance – 149
- Bob Clifford – 145
- Glenn Castell – 144
- Marty Foster – 127

**SPONSORSHIP**



*Pictured at the Clare Valley Wine Show is Peter Spry and Paul Smith from Knappstein Wines, Clare*

Precision Labels is proud to be a supporter of the wine regions that have supported us for so many years. Events attended this quarter include the McLaren Vale Winemakers' Luncheon and the Clare Valley Wine Show Tasting Lunch.

**LONG SERVICE**

Thank you to our Festive Season Seniors

- 15 years - Lee Abbott
- 5 years - Lee Gradisar
- Tony Peca

**NEW FACES**

Precision Labels welcomes:  
 Jamie Beaton,  
 Operations Manager



**"HAVE A PROSPEROUS NEWYEAR"**