

Adding the finishing touches



Die-cutting, embellishments, foil stamping – why these finishes matter when considering a printer to produce your labels.

In the wine industry, a label is much more than a sticker on the bottle to identify the brand. A label is a winery's silent salesperson. That's why it's so important to put as much time and thought into what's on the outside of the bottle as what's inside.

Wine label printing technology and embellishments have gone to the next level in the past decade and continue to evolve. There's more diversity in design thanks to digital print technology for variable images. There's also a move away from traditional stocks and embellishments to engage a younger demographic with features such as augmented reality and QR codes.

At the same time it's becoming increasingly important for winery owners to realise the benefits of utilising quality printing equipment when creating their labels and packaging, ROTOCON sales director Pascal Aengenvoort says. "The right tool plays an important role, which is why printers should be using cutting dies that are worth their price in terms of quality and performance." A die is a thin, super-sharp steel blade that cuts a specific shape or pattern. It's like a big cookie-cutter that cuts precise lines through substrates (stock materials) to create your label's shape

in efficient uniform cuts. The use of high-quality die-cutting material is worthwhile for brand owners because in standard applications the production output has a decisive influence on the actual costs.

Winery and brand owners should consider using label printers who invest in good tooling and consumables instead of paying for perceived savings with reduced production performance, high process costs and unnecessary waste of resources, Pascal says. "Quality die-cutting, for instance, means less material is wasted around the shape of the label than with other cutting methods or inferior dies. Not only is it cost-effective, but it's better for the environment as well."

ROTOCON is a distributor of WINK's high-quality SuperCut flexible dies which are used across its range of finishing machines. These dies are produced using state-of-the-art CNC technology for minimum tolerances, maximum durability and optimal cost-effectiveness. "They are extremely accurate and can cut through your substrate without cutting off your backing and work with incredible precision according to the width and length of your artwork," Pascal says. "It's essential for wineries to realise the difference between a quality and substandard die and insist that printers only use the best when it comes to their labels."

Decorative delight

In a store environment, labels play a crucial role when consumers make a purchasing decision. But how do you develop a label that'll not only stand out on a crowded shelf but also build an intimate relationship and engrave the brand identity in the consumer's memory? Decorative design elements such as foil, screen ink and interesting label shapes that invite tactile

engagement help make an impact and create lasting impressions.

Embellishments, such as foil stamping, embossing and debossing, enhance brand equity by adding to the luxury positioning of the wine brand while simultaneously communicating the promise of quality to the consumer.

Finishing units from ROTOCON's partner Pantec GS Systems add to the benefits of outstanding flat-bed hot-foiling with less expensive foils and tools than rotary foiling. They also improve press performance and efficiencies, and reduce lead times when it comes to producing complex, high-quality wine labels.

While simple hot-foiling or embossing may have been a common embellishment feature for high-value labels for many years, the expectations of brand owners in this segment have continuously risen over the past few years. "Multifoiling, high-relief 3D embossing or the combination of fine lines with large foiling areas are frequently in demand," Pascal says. Any label printer who's targeting the wine segment must be able to offer these embellishment options. "However, to be successful, printers must offer this kind of embellishment at minimal cost. They need a dedicated embellishment system that doesn't slow down the printing process and saves as much foil as possible."

A machine such as Pantec's RHINO flatbed hot-foil embossing system is well established in the market for wine and spirit labels. The growing demand for shorter runs requires flatbed embellishment systems with specific design features where easy and fast tool change is highly beneficial. ■

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