



Wine Label Guidelines

Customer Notification – March 2015

We often have issues with label rolls that can be easily avoided if you know some basic facts that we can explain. See the [accompanying diagram](#) for a visual explanation of the descriptions below. Please call us if you need assistance with any of these.

1. **Label roll direction:**

Our machines are designed to apply labels that are rolled a very specific way on their inner cores. This is industry standard **Roll Direction No. 4**. This is with the labels upright, on the outside of the roll and wound clock-wise onto the core. Labels wound incorrectly will incur a \$50 Rewind fee – assuming it is possible to correct the issue with a simple rewind.

2. **Label backing size:**

It is very important that the label backing paper does not extend excessively beyond the size of the actual label. If it does then it limits our ability to accurately position the label on the bottle. Please ensure the backing does not extend any more than 3mm from the label bottom and no more than 5mm from the label top.

3. **Label Roll Cores:**

These need to fit on our spools – so inner diameter needs to be between 40mm and 85mm. Ideally the core should be the same height as the label roll, but certainly flush with the bottom.

4. **Label Roll Size:**

The total diameter of the roll should be less than 300mm. This ensures the rolls fit within the boundaries of the various rollers and other labelling equipment.

5. **Label size:**

We are seeing more labels that push the boundaries of the bottle label panels. While appreciating the marketing drivers at play and the need to differentiate, some large flat labels simply do not fit neatly on the bottle and will crease around the edges as they attempt to mould to the curves of the bottle.

Attached is a Bottle to Label Size Matrix that specifies a VinPro recommended maximum label height per bottle type based on our experiences. These recommendations are always at least a few millimetres less than the bottle manufacturer's label panel specifications to allow for bottle imperfections and variations.

Note also that the ability of a largish label to adhere neatly to an imperfect bottle is very dependent on the label material. A heavier weight, more paper based label will be more forgiving than a label high in plastic. Note also that very wide labels can be equally as problematic as high labels. The limits for these are less well defined. In theory you can wrap a label completely around a bottle – but the further the rollers

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have to smooth out a label the greater the risk of a crease forming. Again this is label material dependent.

If you are in any doubt, please contact us to discuss your label/bottle preferences well in advance of your bottling dates so we can work together to ensure a positive outcome.

6. Miscellaneous:

Some other issues we have seen. These are just for your amusement as they aren't anything that you can necessarily do something about except choose your label supplier wisely☺

- a. Blank labels part way through a roll – then starting up again
- b. Label ink not fixed or coated correctly so labels smudge when handled
- c. Labels not water protected so when left in a wet environment (e.g. a fridge) they bubble.

The above guidelines only cover application issues. We make the assumption that you are familiar with all the legal requirements for labels for the countries to which the wine is destined. See the latest New Zealand Winegrowers Labelling Guide – available from www.nzwine.com. We also assume that any label barcodes are appropriate for your market and adhere to any standards.

VinPro do not accept responsibility for the wording or barcodes on your label. [GS1](#) offer a barcode verification service.