

VINPRO LABELLING GUIDELINES



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VinPro Labelling Guidelines

At VinPro, we're proud to support Central Otago's award-winning local wine growers with a variety of quality professional services including wine labelling. Our team shares the knowledge, passion, and spirit of our region's world-class wine community and will aim to tailor our services to meet your needs. Helping you get the best vintage out of your dedication, hard work and determination.

Labelling Overview

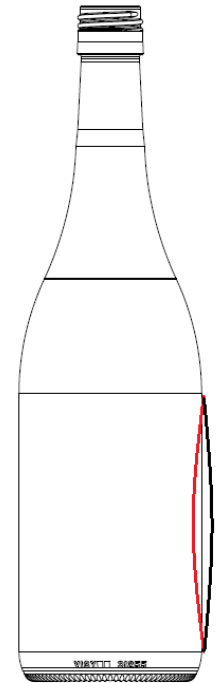
These guidelines have been created combining our experience, packaging manufacturers' guidelines and industry recommendations to outline the recommended practices that ensure you can achieve your label and design goals whilst working within our technical capabilities.

Label Sizing and Placement

Label Panels & Glass

Wine bottles are not always a perfect cylinder, and the bottle label panel will generally have an accepted tolerance of **0.1mm per 25mm of label panel up to a maximum of $\pm 0.5\text{mm}$ sink or bulge**. This is where the label panel is not perfectly flat and may be slightly concave or convex. The label panel is the area on the bottle that has been designed to have the label applied to. The size and position of the label panel will vary depending on the type of bottle being used.

This can mean that larger labels may be more susceptible to the label panel imperfections which can magnify any quality issues experienced during label application. The challenges we experience can include adhesion issues, creases, bubbling and fluting. We recommend using a suitable label size to minimise the risk of experiencing these issues.



There is also variability in glass, paper stock, adhesive, label application equipment and environmental conditions. Each of these factors will have different acceptable quality limits and may be 'out of spec' at the time of labelling, which may have a flow on effect on application quality. A summary of different tolerances and limits is included at the end of this document. Labelling outside of our labelling guidelines is not recommended without prior approval and trialling on our labelling machines at VinPro. Labelling outside of the recommended guidelines will essentially mean that the client assumes the risk and that VinPro or the dry-goods suppliers will not be liable if label application issues are encountered.

Placement on Bottle

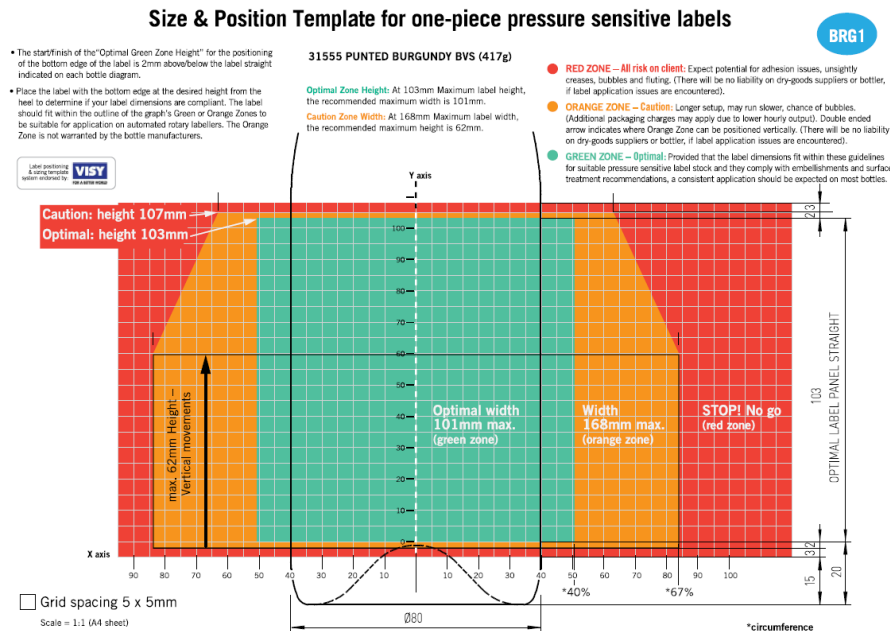
The majority of 750ml bottles are designed to have the label placed higher than 20mm from the base of the bottle. We recommend using the tools outlined in this document and our guidelines to help

determine a suitable label height based on your label size and bottle type. The label gap on the side of the bottle should be no less than 20mm. **Please note that labelling machines will ‘float’ the labels left or right by up to 2mm. The height of the label from the base of the bottle may also vary by +/- 2 mm. Label lean or skew on the bottle may also vary by +/- 1mm.**

Size & Position ‘Traffic Light Template’

A ‘traffic light template’ has been created to show the guidelines and recommendations for label sizing depending on the bottle type being used. These guidelines have been created by the New Zealand Wine Packaging Forum and approved by the main glass bottle suppliers in New Zealand. When designing your labels, we recommend following these guidelines to give your label the best chance of being applied without any application issues. If your label is outside these recommended dimensions this can not only cause label application issues, but it can also cause the label to be caught by the case or divider which can cause label damage.

The “traffic light templates” will show the optimal label panel measurements and advise on the label application issues that may be experienced if these measurements are exceeded. **Green = optimal, orange = caution** and **red = no go zone**.



The templates and zones will differ depending on the bottle type you are using. We recommend contacting us when designing your labels as we are happy to provide copies of these templates.

SizeMeUp

There are also other tools available to help determine suitable label size dimensions. SizeMeUp is a free online tool that has been developed using the industry label sizing chart developed over many years and can be used as a guide and tool to assist with design decisions and a good indicator of label application on common bottle sizes. We recognise that not all labels will fit within the traffic light

template and SizeMeUp can be used to help label designers calculate suitable dimensions for larger and wrap around labels.

This is a simple tool to follow which will tell you if your label is compatible with the desired bottle type. This will also show you an image of what the label size will look like on the bottle and give you the ability to adjust the label sizing and height until you get the desired look. If you are unsure as to what bottle type you would like to use, please contact VinPro for further advice.

The screenshots illustrate the SizeMeUp label size calculator interface. Each screen shows a dropdown menu for 'New Zealand' and 'Burgundy'. The first screen shows a successful calculation for a bottle with a 133mm neck and 20mm base, where the label dimensions (90mm height, 100mm width) are compliant. The second screen shows a similar calculation but with a label height of 51mm, which is also compliant. The third screen shows a calculation where the label height is 183mm, which is 'Out of bounds' because it exceeds the bottle's maximum height of 237mm.

The website for the SizeMeUp label size calculator is <https://sizemeup.com.au/calculate/>.

Label Material, Design and Embellishments

Label Paper Stocks

The paper stock is a very important component in the label design process. There are many different types of face stock (label) that are available for use and your label printer should be able to advise you on what paper stock will suit your design and product. The two main paper stocks used in the wine industry are cast coated and uncoated.

- **Cast coated** – This is a gloss coated paper that is generally between 80-85gsm in weight. This paper will have a glossy/shiny finish and will usually have good water protection which is good for wines that are likely to be chilled in a fridge/ice bucket.
- **Uncoated (open weave)** – This is a thicker paper stock which can be up to a maximum 140gsm. This is a popular choice in the industry as the thicker paper gives the appearance of a premium finish. Some uncoated stocks may not have the appropriate water barrier/protection for your product. This should be discussed with your label printer to ensure that the label stock and water barrier will be suitable.

Thinner paper stocks (such as cast coated) are more likely to find the sinks and bulges in the label panel and can be more prone to showing bubbles and wrinkles. Thicker paper stocks (such as

uncoated) can also be prone to bubbling and wrinkling and can also risk application issues such as lifting post application. Uncoated paper stocks are more likely to pick up marks than a cast coated paper stock. Reflective, foil and high gloss labels will highlight all minor irregularities in the glass surface such as bottle seams.

VinPro will accept paper stocks that are between 80gsm and 140gsm. Labels that are using a paper stock that is outside these guidelines will need to be discussed with VinPro prior to booking in the bottling/labelling.

Plastic and Clear Labels

Plastic or clear labels can be difficult to apply and can cause application issues due to static. Smaller labels are more likely to be applied without application issues. **Clear or plastic labels should not be any larger than 75mm x 75mm.** If you are thinking about designing a clear or plastic label, please contact VinPro during the design process to ensure that we can apply the label.

Label Decoration and Embellishments

Embellishments are design features such as embossing, debossing, foiling, high build, and graining that are used to create textures in a label. Depending upon the depth of impression and area covered, these can create an uneven or irregular adhesive surface on the back of the label. This impacts on the label's ability to bond evenly to the glass when being applied on automated bottling lines. The result can appear as bubbling or creasing of the label after application. This allows ingress of moisture that can exacerbate lifting and bubbling.

A **minimum of a 3mm embellishment free border** must be present on all four edges of the label. This is the best way to help reduce the appearance of label application issues such as bubbling, creasing, and fluting. Label application issues may still be visible on labels with heavy embellishments, especially on larger sized labels. Please contact VinPro for further information if you are wanting to use a different design feature or decoration that has not been included in this labelling guideline

Neck Labels and Medal Stickers

VinPro currently offers additional hand labelling services for medal stickers and neck labels. We can also provide an area on our site for clients to complete these speciality label applications with the client's own team. All additional labelling services should be booked with VinPro using our labelling spec sheet and will be approved on a case-by-case basis.

Medal Stickers

Medal stickers can be hand applied on-line by our team during your normal labelling run. However, this is approved on a case-by-case basis depending on production and scheduling requirements.

Application of medal stickers will mean that the labelling run will operate at a slower speed and will limit the volume of labelling that can be completed in a day.



Neck Labels and Over Cap Labels

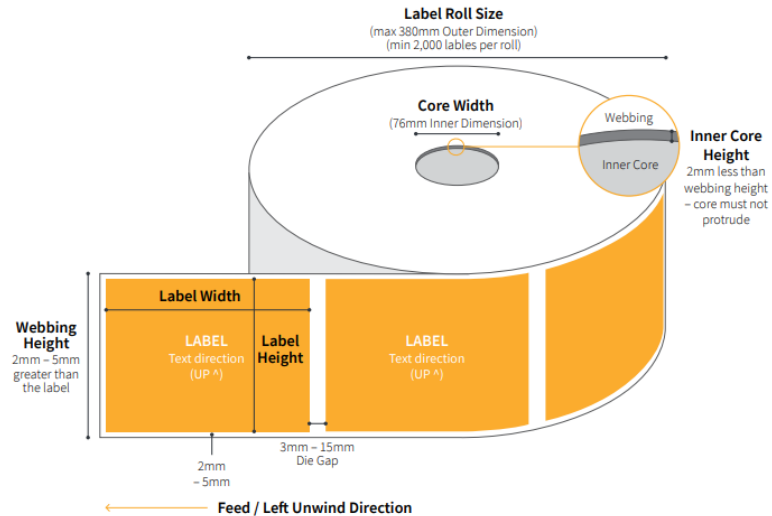
Neck labels and over cap labels are unable to be applied on-line. This can only be completed as an off-line job and is approved on a case-by-case basis depending on production and scheduling requirements. These labels are prone to 'springing back' so need to have a permanent adhesive and a lower memory paper should be used. Embossing and embellishments should not be used on neck and over cap labels. If the labels are being applied to the cap, we recommend confirming with your cap and label printer that the label adhesive is compatible with the cap as glossy and highly varnished caps can be very difficult to adhere to.

Neck and over cap labels must be approved by VinPro prior to application due to the challenges with applying these labels. This may include carrying out a trial at VinPro.

Label Manufacturer and Roll Specifications

- Label paper stocks must be between a **minimum of 80gsm and a maximum 140gsm**.
- VinPro recommends using a permanent adhesive for bottle labels and requires permanent adhesive for neck and over cap labels.
- Front and back labels must be on separate rolls.
- The backing paper must be able to withstand normal tension during application. PET backing is stronger than Glassine backing (especially for embossed labels) however VinPro will accept both backing papers.
- The label roll winding direction must be the industry standard **roll direction #4**.
- The webbing (label backing) height must be greater than the size of the label. We recommend a **margin with a minimum of 2mm and maximum of 5mm** (with a variation of no more than +/- 0.25mm across the label run).
- The inner core height should be 2mm less than the webbing (label backing) height. I.e., the core must not protrude.
- The inner cores need to be a certain size to fit our label machine spools. The **core inner diameter must be between 40mm and 85mm**.
- The total diameter of the roll should be less than 300mm. This is to ensure that the roll fits on our labelling machines correctly.

- Where possible, consider collating identical labels onto the same roll as long as the roll diameter is no larger than 300mm (see above) to help reduce label wastage.



NPD and Approvals

Trial and NPD

We encourage our clients to work with us during the design process so that we can ensure that your labels are able to be applied by our machines and maximise the quality of the label application. We are happy to provide advice and supporting documentation (such as label size templates) throughout the label design process and complete NPD trials on test labels.

Out of Spec Labels

Labels that do not meet the guidelines and recommendations outlined in this document may not be able to be applied by our machines. Out of spec labels must be approved by VinPro prior to use due to the application challenges that they may present. This will usually involve carrying out a trial with test labels on our labelling machines. Please be aware that neck labels, over cap labels and clear labels will also need to be approved prior to use.

Labelling Requirements (MPI)

This document covers aspects that need to be considered for label application. VinPro do not provide guidelines or recommendation for label wording or legal/market requirements on the labels. We assume that you are aware of MPI alcohol labelling requirements and other legal requirements for the countries that the wine is destined.

New Zealand Winegrowers have issued a labelling guide which cover these requirements. This can be found on the New Zealand Winegrowers website

<https://www.nzwine.com/members/advocacy/guides/labelling/labelling-guide/> . We also assume that any label barcodes are appropriate for your market and adhere to any regulations.

Delivery and Storage

Labels must be delivered to VinPro at least **7 working days** before the scheduled bottling/labelling job to ensure that the labels can be QC checked and receipted into stock.

Label rolls should be carefully wrapped and packed to protect them from damage during transit and identified with customer name and quantity of labels showing vintage and brand. Labels will be stored in our temperature-controlled warehouse.

Condensation

Condensation will occur when something cold is placed into a warmer atmosphere and this can have a significant effect on label application. This can occur when a colder wine is bottled, and condensation will form on the outside on the bottle – the now ‘wet’ bottle will be very difficult (if not impossible) to apply labels to. For wines that are being bottled and labelled on the same day, the wine temperature will need to be bottled at approximately **18 degrees Celsius (+/- 2 degrees)** to avoid condensation. If the wine is too cold, we may not be able to apply the labels and the wine will be bottled to cleanskin. VinPro will not be liable for additional costs to label your wine at a later date.

Label Quantities

To ensure that we have enough labels to allow for the required QC checks, machine set up and complete the labelling we recommend that an additional 100 labels + 1.5% are ordered. If labels are individually numbered, an additional 50x labels should be allowed for the machine set up and wastages on top of the 100 + 1.5%.

If you are planning on using bottle labels on cartons, these will also need to be ordered in addition to the 100 plus 1.5% rule.

Acceptable Quality Limits

Glass bottle label panel - sink and bulge	0.1mm per 25mm of label panel up to a maximum of ± 0.5 mm sink or bulge
Label application – front and back label gaps	Labelling equipment can 'float' the labels left or right on the bottle by up to 2mm.
Label application – Label height	The height of the label from the base of the bottle may vary by +/- 2 mm.
Label application – Label lean or skew	Label skew on the bottle may vary by +/- 1mm
Paper stock weight	The label paper stock must be between 80gsm and 140gsm
Label roll webbing height	The webbing must be a minimum of 2mm and maximum of 5mm around the label on the roll, with a variation of no more than +/- 0.25mm across the label roll.
Label roll inner cores	The core inner diameter must be between 40mm and 85mm
Wine temperature	Wine temperature should be approximately 18 degrees Celsius (+/- 2 degrees)