

Ferrari Reserva 150th

Italy's Cantine Ferrari has dedicated a unique and limited bottling of Ferrari Spumanti Trento to celebrate the 150th anniversary of Italian unification. The special Riserva is a limited edition of 1861 numbered bottles.

The packaging created for this event is precious and distinctive. Three substrates combine to deliver stunning visual contrast; a rich pearlescent paper, crystal clear film and coated paper are embellished with foil, screen, embossing and individual numbering. The final result reflects the elegance of each Ferrari creation, enhancing the style of such a special celebration. The traditional Italian colours and print elements are stylishly combined and executed through attention to detail and premium decorative techniques.

The 1861 bottles are not for commercial sale. They have been donated to the Italian state, offered as a symbol of unity for the programme of official celebrations. The remaining bottles will be given to people who have distinguished themselves by their achievements in various fields for Italy or by promoting "Made in Italy" throughout the world.

"We thank so much Guidotti Centro Stampa for the success of this special project: they have reacted quickly and the results meet Lunelli family expectations."
Cristina Dallapiccola, Ferrari F.Ili Lunelli S.p.A.



Award Winning Kenwood Artist Series

The 2006 vintage of the Kenwood Vineyards Artist Series features the work of critically acclaimed contemporary artist, Sylvia Ji. Her work bridges the gap between street art and fine art, making it popular with both the hipster set and serious collectors alike.

"La Bohème", commissioned by Kenwood Vineyards specifically for the 2006 vintage breathes new life into the series while still embodying its cardinal spirit.

The label was designed to organically incorporate the artwork, maximising its viewable area and utilising a "nouveau - inspired" type treatment. During the design process it was very important to maintain the integrity of the original art, focusing specifically on the subtle skin tones, wood grain and metallic elements. It was equally important that Collotype executed the design flawlessly to ensure none of the critical elements were compromised.

The end result was a vibrant, bold, approachable package that draws anyone in for a closer look. In fact, the label was recently recognised as BEST OF SHOW in the FINAT global label competition.

Italian Heritage And Australian Lifestyle Combine To Deliver "The Good Life"

"There is no better way to celebrate La Dolce Vita, the good life, than with a glass of Secco, dry, sparkling wine" says Joe and Dina Grilli, owners of Primo Estate in South Australia's McLaren Vale. Long-time fans of Italian Prosecco, Joe and Dina have turned their hands to the production of a delicate and aromatic sparkling wine, and were looking for a label solution that communicated the essence of what the wine and the brand represented.

Adelaide's KSD were briefed by Primo Estate to design a label that combined Primo Italian heritage with modern Australia and complemented their portfolio. ColloTYPE Labels were involved in the early stages of concept development and worked closely with both KSD and Primo Estate to ensure the print outcomes would best represent the design brief.

Printed on premium coated paper, the label features fine silver foil, multiple screens delivering elegant detail and a super matt varnish. The result - simply stunning.

"With an all over printed hood, this label is all about simplicity and elegance which was executed through the design and printing embellishments. ColloTYPE's attention to detail and translation of our design vision delivered a beautiful label."
Emma Weber, Senior Designer KSD.



Balgownie Adds Sparkles

The new sparkling range from Victoria's Balgownie needed to respectfully represent the historical Balgownie brand, while packaging and positioning the wine to appeal to the younger market. The design brief to Fluid was to create a label that presented traditional cues in a contemporary way, without being overtly modern.

The two piece label and the use of foil are classic sparkling features, and work seamlessly with the Balgownie logo. Five spot colours, high build screen and spot gloss varnish come together to deliver a stylish and elegant label.

"Balgownie's new sparkling range packaging is smart and classic. It fits neatly with the historical and respected Estate Range branding. Fluid has created a complimentary brand that links to our core range, and ColloTYPE has ensured the print and service outcomes supported a seamless market launch."
Mark Lane, Winemaker.



Wild Turkey Gets A Makeover

Campari Australia commissioned designer Salt Mine to refresh the existing Wild Turkey RTD, and develop a design concept for a new premium blend. The brief was to develop a bold new packaging design while maintain the authentic bourbon cues and Wild Turkey brand recognition.

Wild Turkey is bottled by Melbourne based Copack. It was important to ensure the print solutions were complimentary to the new design while meeting all performance requirements of Copack's high speed bottling line. Collotype worked closely with Copack's in-house designer Carl Welker to ensure maximum brand impact while meeting all stakeholders' productivity and input requirements.

A high build gloss screen was added to the brand name and the famous turkey, providing visual and tactile lift and definition to these key elements. The traditional Wild Turkey RTD incorporates six spot colours on coated paper, while the premium is printed on ultra-clear substrate to add a further visual contrast and support the more premium positioning of this product.

"Collotype's support and advice throughout this project was really appreciated. The press pass in Adelaide was delivered with professionalism and the results speak for themselves."

Scott Duncombe, Campari Australia Marketing.



Blissful Sweet Bliss

When the team at Washington's Cascade Creek Winery created the design for Sweet Bliss, they were undecided as to what paper stock they wanted to use to ensure the most striking package.

By working with Collotype's digital technology, they were able to quickly bring to their distribution network the actual label on two different stocks for their review. While the illustration looked great through the digital process on both stocks, there was a clear winner. The crowd favorite was a 70# Bright White felt and the rest is history. How sweet it is.

"Through their incredible breadth of capabilities, Collotype continues to help us find the right solution for each of our unique projects."

Shawn Bavaresco, Cascade Creek Winery Marketing Director.



Carpenè Malvolti Launches Cartizze

Pioneer Italian sparkling wine makers Carpenè Malvolti has, for the first time in its 140 year history released its Cartizze, a white sparkling wine that is made from the typical Prosecco grapes, grown and produced in the tiny little region of Cartizze in the Valdobbiadene DOC.

Guidotti Centro Stampa contributes to this project by bringing together many different printing and embellishment techniques. Metalized paper, screen varnishes, gold foil, emboss and de-boss effects: all well balanced to enrich a limited area of the bottle, where each element is highlighted to deliver the highest level of expression.

The elegant foiled "Cartizze" stands out from the dark glass, while the body of the label delivers strong visual impact thanks to delicate engraved waves, from which emerge fine brilliant embossed gold detail. The bold and well defined Carpenè Malvolti logo assures the famous sparkling wine brand delivers recognition to this new release.

"We are very satisfied with the final result obtained on such a small label. It was not easy to fuse elegance and eye catching quality, but with the cooperation of Guidotti Centro Stampa we succeeded in our goal."

Alessandra Zorzi, Carpenè Malvolti.



Traditional Service Teamed With Modern Technology

A reintroduction of the Empire Series to the Wirra Wirra portfolio required careful attention to both label design and print solutions, to project the wines premium positioning. The brief required that this limited release range of fortified wines captured the attention of visitors to the McLaren Vale Cellar Door in South Australia.

Printed on uncoated Killer White™ paper, the Empire Series is embellished with extremely fine gold screen print, a textured grain emboss and the traditional Wirra Wirra silver foil. The label presents a premium face for the brand, balancing both traditional fortified cues with contemporary style.

Managing Director of Tucker Creative, Jody Tucker gave praise to the finished label by commenting "Collotype staff maintained a can-do attitude through pre-press and press check to achieve a quality, fine detailed representation of the Cellar Door illustration without fill in or loss of image. The less desirable, fall-back position of printing gold ink would not have achieved the premium cues that both we and Wirra Wirra required in the label".

"A tight production deadline meant Collotype need to provide swift turn around. Precise pre-planning with both us and designer, along with weekend press checks to make our tight deadlines - Collotype delivered a quality product on time."
Chris Miller, WirraWirra Production and Logistics Manager.



A Show About The Show

The Show 2010 Pinot Noir was crafted in the Leyda Valley, near Santiago, Chile and the search for this wine served to launch the new THREE THIEVES reality show featured on the Cooking Channel. During the pilot episode, Joel Gott and the other two thieves, Roger Scommenga and Charles Bieler, travel through Chile on camera in search of a wine for their label THE SHOW.

The label design for this wine needed to retain elements of THE SHOW – domestic wine brand, while featuring the Chilean, Leyda Valley appellation. Through use of a bold red foil and striking visual combo of screen gloss, high-build varnish and textural emboss Collotype-Napa created a label that changes with angles of light and invites a closer look.



South African Label In International Calendar

The Oude Molen Solera Grand Reserve brandy label won Best in Show at the Neenah Labels of the World competition, which has secured a place in the 2011 "Labels of the World" calendar. Designed by Coley Porter Bell South Africa, the label was commended for its outstanding design, print execution and innovative use of paper stock.

Janet Kinghorn from Coley Porter Bell said their brief from distributors Edward Snell & Company was to create a label that reflected the natural, handcrafted process that is used to craft the Oude Molen Solera Grand Reserve brandy.

"The intricate Solera process, served as the inspiration behind the design and unconventional printing technique we used. We took extra care in choosing paper stocks and finishes as the execution had to be exceptional due to the simplicity of the design," she says.

Collotype worked with Coley Porter Bell to trial the replica emboss effect through the creative use of screen printing, ensuring that the label would retain its relief during the application and packaging process. A darker tint was then overprinted to emphasise the relief even further, creating a rich, textured label true to the brandy it was crafted to represent.



Femme Fatale

Alluring And Seductive

This divine temptress comes from the team at Saint & Sinner. Femme Fatale is a traditional method Tasmanian vintage sparkling wine, strikingly dressed in packaging designed to tantalize and seduce her consumer.

Sydney based design firm Boldinc were commissioned to create a super-premium label that was sexy and seductive. As a very limited release the aim was to produce a package that reinforced all the cues of a top end sparkling with a sexy and perhaps pleasantly wicked twist.

Printed on coated paper, the label comes to life through the combination of super matt varnish, satin spot varnishes and gloss high build screen, to deliver a desirable, alluring and eye catching design.

*"Working closely with the team at Ever-Redi Press meant we could create a label with depth and detail, creating what seems like layer upon layer of fine finishes on this limited run label."
Renee de Saxe, Partner Saint & Sinner.*



Pandora's Box

The Opening

Bursting off the bottle in a flash of vibrant blue, Pandora's Box "The Opening" is sure to catch the eye. Designed by Pinnacle Creative for Australia's Cellarmaster Wines, the label combines a vivacious blue foil with a cosmic inspired background, pulsing with the added dimension of high build screen. A spot gloss screen on the brand contrasts against the matt texture of Killer White™ uncoated paper, complimenting the foil and adding a further dimension to this stunning label.



"Pandora required something special for The Opening sub brand and through the combined use of foil and high build which was tirelessly selected out of various parts of the graphic, we managed to achieve a lovely combination of embellishments to produce an outstanding label with great shelf appeal."

*Heather Mitchell, Manager
Pinnacle Creative.*

Champagne Lanson Aces Wimbledon

Founded in 1760, the famous French maison Champagne Lanson has built a reputation and character founded on the tradition of 250 years of fine wine making. Faithful to its history, and respected for their high quality products and packaging, Lanson is active in engagement with special events consistent with its prestigious reputation.

Associated with Wimbledon since 1977, Lanson has been selected as the official Champagne provider for Wimbledon Tennis Championships, and has just released a special canister celebrating the 125th Wimbledon Tournament. Guidotti Centro Stampa is proud to be

associated with this unique project. The canister features the classic Wimbledon colours with a satin matt finish, enriched with gold foil and emboss, delivering the classic fresh elegance of the maison.

"Lanson Champagne has become part of the "Wimbledon experience" for some decades now and Guidotti Centro Stampa has helped us in developing this special product for this celebration."

Peter Greenwood, Robinsons Pap. Pack. Ltd



COLLOTYPE'S ENVIRO LABEL™

PARTNERS WITH TREES FOR LIFE

Developed specifically for the wine industry, Enviro Label is a specialty wine label paper produced from 100% recycled paper waste. Since the launch of Enviro Label in 2008, it has been adopted by brands large and small.

To further strengthen Enviro Label's contribution to resource and greenhouse gas reduction, Collotype Australia have partnered with Trees For Life in an initiative that will see trees planted across the Australian landscape. For every 1000 labels printed on Enviro Label, a tree will be planted by Trees For Life through their Trees For Land project.

Trees For Land funds a native tree or shrub for a landholder to plant into previously cleared areas of their property, promoting improved biodiversity, habitat and ecosystems, reducing erosion and improving soil, water and air quality.

To learn more about Enviro Label and Trees For Life, contact your Collotype Australia representative.



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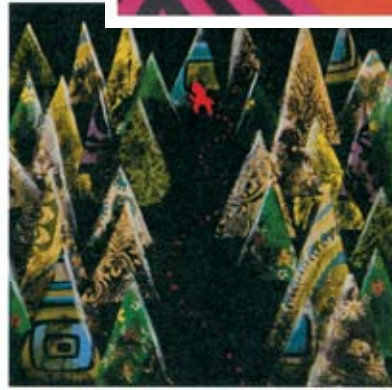


Kooky Village

Adelaide based artist Violet Cooper is responsible for creating the kooky imagery displayed on the Kooky Village wine bottles. She spends all her time collecting wallpapers, making "stuff" & letting the joys of fine wine liberate her mind in order to create more kooky things.

Printed on 100% recycled Enviro Label™ uncoated paper, the kooky colours are complimented by high build gloss screen, with colours faithfully reproduced to match Violet's creations.

Owner Nathan Burley said that it was a joy to see the artwork reproduced identically to the original art hanging in his home.



"I was quite concerned the vibrancy would be lost in the printing process but Barossa Printmasters worked closely with me on colour matching against the originals. It was great to work with professionals who get as much out of ensuring their customers are happy as I do with producing my wines."
Nathan Burley.

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.

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