

Guide to optimal outcomes for label application

Issued by the NZ Wine Packaging Forum¹

Wine packaging is the link to the premium image that our industry seeks to portray. The label is the core of this message. Glass manufacturers, label converters, and bottlers, have each had their own method of determining what size label could be applied to a bottle. We have today resolved to publish a universal agreement on what is best practice to the wine packaging industry and will publish a guide that is available to label designers and brand owners in the industry to ensure that the products we manufacture have an optimal outcome. This guide is:

Bottles:

- Sink and Bulge: maximum of 0.1mm per 25 mm of label panel, with a maximum of ± 0.5 mm over the length of the entire panel
- Label panel: The straight panel of each bottle is to be reduced by a 3-5mm border to provide a reliable straight panel for label application as expressed on these 'traffic light' guides.

Labels:

- A [set of "traffic light" templates](#) with this statement that clarify the sizes of label that will give the best results. These templates are available from your supplier.
- 3 mm embellishment free zone around all four edges of the label. (Embellishments include high build, rigid varnishes, embossing, debossing, graining & foiling)
- Grain and embellishment free zone around all four edges of the label. (Embellishments include high build, embossing, graining, foiling, etc)
- Body label paper weights min 80gsm, max 140 gsm
- Neck labels paper weight, min 60 gsm, max 90 gsm
- Neck labels – min 12 mm free of varnish and min height of 18mm, must have a permanent adhesive.
- Neck labels - Synthetic material is encouraged.
- Uncoated stocks present a greater risk of bubbling and creasing.
- The Wine Packagers Association of Australasia publish a go/no-go template for our NZ bottle sizes that is more simplistic than these templates on the sizemeup.com.au website.

Application:

- Wine temperature prior to filling should be between 15-20 degrees prior to filling.
- Bottles and labels should be conditioned to ambient temperature 24 hours prior to use.
- Labels must be smoothed with a firm even pressure over 100% of the label.

¹ This is an informal group that comprises most of the major wine bottle suppliers, wine label printers and wine bottling lines in New Zealand, who are listed below. We all are part of a group that wants to improve understanding of what makes a wine package perform well, and to continuously improve the quality of our products.

Forum members: O-I, Chandler Resources, Adhesif Labels, Rapid Labels, Hally Labels, Kiwi Labels, MR Labels, Booster Wine Group, WineWorks and Vinpro.