



Cape Town's Castle of Good Hope provided a spectacular backdrop for this year's UPM Raflatac Wine & Spirit Labels of Excellence Awards.

# First impressions count

A gala event at the Castle of Good Hope marked the presentation of UPM Raflatac's citations in the company's biennial Wine & Spirit Labels of Excellence Awards programme, reports GILL LOUBSER.

**IT WAS (surprisingly!) an unusually balmy mid-winter evening when guests converged on Cape Town's Castle of Good Hope to witness the presentation of UPM Raflatac's Wine & Spirit Labels of Excellence Awards. It was a stunning venue for such a prestige event, and it turned out to be a first-class gala evening.**

Wine and spirit marketers are particularly aware of the fact that first impressions count. They know that consumers make purchase decisions based on packs that shout loudest; and in the face of fierce competition, it's often the brand with the most innovative and eye-catching label that ends up in the consumer's shopping basket.

'This year's entries covered a wide range of design styles and print technologies and illustrated the unrivalled scope self-adhesive labelling offers to designers of great brands,' comments Ian Murray, general manager of UPM Raflatac South Africa. 'We are seeing how brand owners, designers and label printers are continually pushing the innovation boundaries in the design of these labels. This collaborative excellence between artistic expression and technical expertise is essentially the judging criteria for these awards,' he adds.

It was five years ago that UPM Raflatac came up with the idea of recognising this collaboration between label stock supplier, printer, designer and brand owner; and such is the success of this concept that the awards have become an industry benchmark, run biennially. As a matter of interest, entries are not limited to users of UPM Raflatac's labelstocks.

This year's high-calibre judges – Tom McLaughlin, John Lloyd and Clive Glover – had great difficulty in selecting the final award winners from so many excellent entries, but in the end it was the Ferroprint (Stellenbosch) team who scooped Gold in both the Wine Labels and Spirit Labels categories.



Two of this year's judges were Clive Glover and Tom McLaughlin. They're thanked by UPM Raflatac's Graham Gardner and Ian Murray.



The Ferroprint (Stellenbosch) team at the Castle included Constant Visser, Minki van der Westhuizen, Riana Groenewald, Melanie Uys, Nicolette Craig, Sharon Perry and Ed Campwell.



The Tricolor team were justifiably proud of their win ... MD, Albert Berman; flexo production manager, Richard Hickey; and director, David Smith.



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Constant Visser of Ferroprint, Stellenbosch (right), was called twice to receive awards – taking Gold in both the Wine Label and Spirit Label categories. He received his trophies from Murielle Langlais, marketing manager of UPM Raflatac in France, and Ian Murray, general manager of UPM Raflatac South Africa.



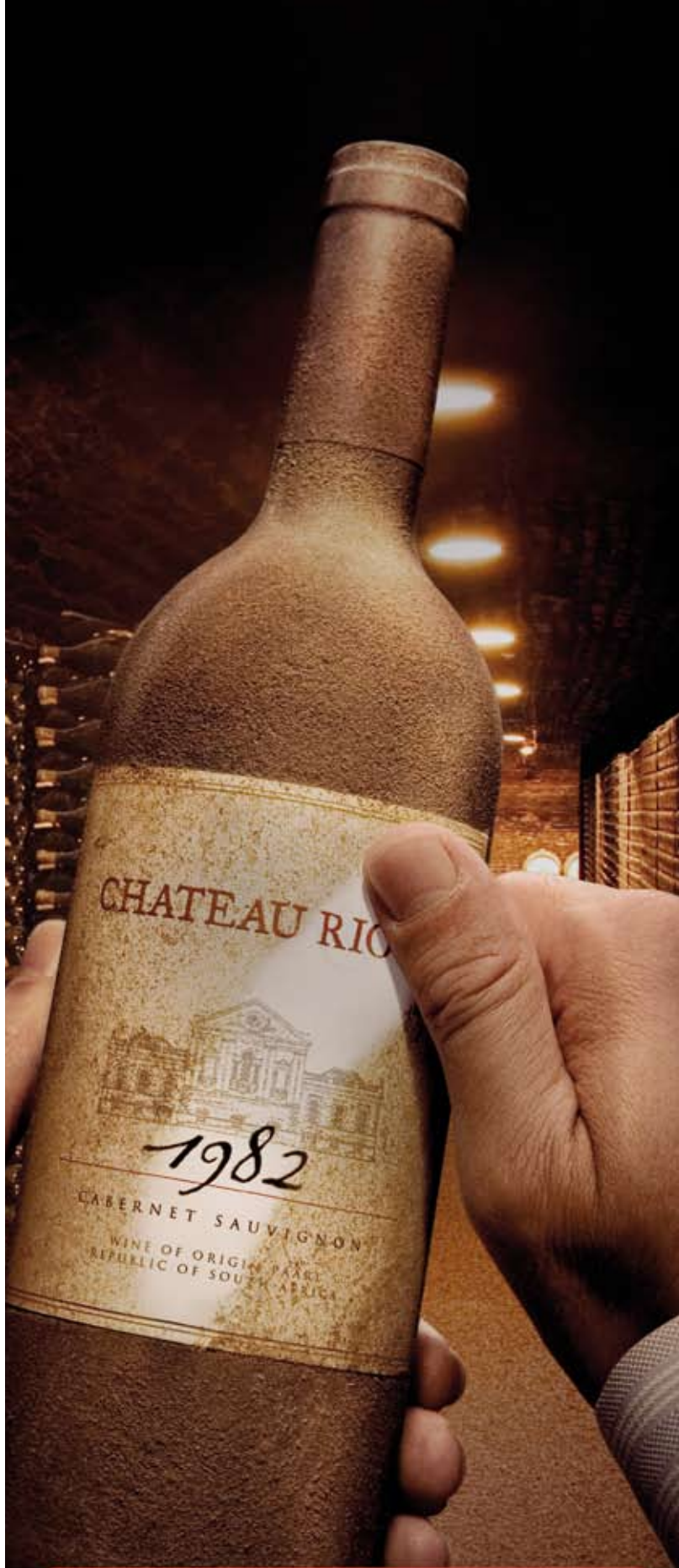
Paarl Labels MD Callie de Wet (right) took the award for the Best Range of Wine Labels presented by Murielle Langlais and Ian Murray.



Paarl Labels print manager Gavin Burrows (right) collected the Silver award for the Best Spirit Label from Murielle Langlais and Ian Murray.



Proudly showing their winning labels, the Collotype Labels contingent included Amanda van Niekerk (sales), Susan Jordaan (logistics director), Rian Moore (MD), Francois van der Merwe (sales), Zoyon le Sueur (technical director), Graham Grobbelaar (sales) and Denver Kirsten (operations director).



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The UPM Raflatac line-up responsible for the splendid event included Ian Murray, Lee-Anne Puckering, Mandy Davidson, Jaclyn Fripp and Graham Gardner.



Another key team member was UPM Raflatac's marketing manager, Ricky Lazenby (right) – seen here with Sean McMahon of Stringing & Stationery.



G2 Design created the light-hearted, simple design with intricate finishes that gave Morgenhof's Fantail Pinotage 2004 Ferroprint's Gold in the Wine category, while Pernod Ricard's Olmeca Tequila's eye-catching label secured Gold in the Spirit category.



Paarl Labels took top prize for the Best Range in the Wine category with Leopard Frogs, whose cheeky black and embossed label designed by David Bate created style and character for the vineyards of the same name.



In addition, Paarl Labels received Silver in the Spirit category for the printing of KVV's 15-year-old brandy label, designed by Sky Design, while Silver in the Wine category went to Collotype Labels for the Lands End Cape Agulhas Elin Syrah 2006 label (Hidden Valley Wines), designed by ALCS Design.

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Completing the evenings accolades were two Bronze awards – both in the Wine Labels category – which went to Collotype Labels for Douglas Green Bellingham's Boschendal Shiraz Vintage 2005 label, designed by Anthony Lane/ Christie Smuts, and to Tricolor Press, for E&J Gallo Winery's Sebeka Sauvignon Blanc 2006 label, designed jointly by Creative Services and E&J Gallo Winery.

## And the winners say . . .

So much for the results, here's what some of the winners have to say.

**Constant Visser, MD of Ferroprint in Stellenbosch**, reports that both labels were printed on his company's Nilpeter FA3300 nine-colour machine, using inks from Select Inks, and (in the case of the Fantail label) foil supplied by Synchro. All repro is done in-house at Ferroprint

'With the Fantail label a particular challenge was to keep the tight registration and very fine detail on the particular substrate chosen,' Constant adds, 'while the Olmeca label – printed on Raflatac Metallica labelstock – required the use of high-build varnish instead of the embossing previously used.'

**Callie de Wet, Paarl Labels MD**, remarks: 'Innovation in label design is key and the sky is the limit for our customers and their designers. We have the technology and expertise to do justice to these original designs. This resulted in our Gold award for the printing of Leopard Frog Vineyards' Limited Release range, designed by David Bate. Printing in four process colours plus solid black spot colour and foiling (each of the three designs in the range is foiled in a different colour), embossing, spot gloss UV varnish as well as spot matt UV varnish, were the requirements for this label range,' he explains.

'KWV's 15-year-old brandy label, which earned Silver in the Spirit Label category, was designed by Sky Designs. The challenges of printing this label included high-build screen varnish, silver foiling and spot satin UV varnish on the label, which is printed in four spot colours,' Callie adds.

'Both labels were printed on our nine-colour MPS EC roll-to-roll flexo press. The execution of the designs, especially the foiling, requires extra care from the machine minder. Our print manager Gavin Burrows focuses strongly on quality, contributing to the winning attributes of our labels.'

Paarl Labels' plant also boasts a Kodak Thermoflex N computer-to-plate system, complemented by Prinergy Power Pack Workflow.

**Albert Berman, MD of Tricolor Press**, remarks that the challenges faced in producing his award-winning E&J Gallo Winery label was to create the soft background tones that the customer required, while holding the fine dots needed to achieve this.

This label was printed on Raflamatt labelstock on Tricolor's Gallus EM 280 UV flexo press, using inks supplied by Select Inks and plates supplied by Syreline Process.

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