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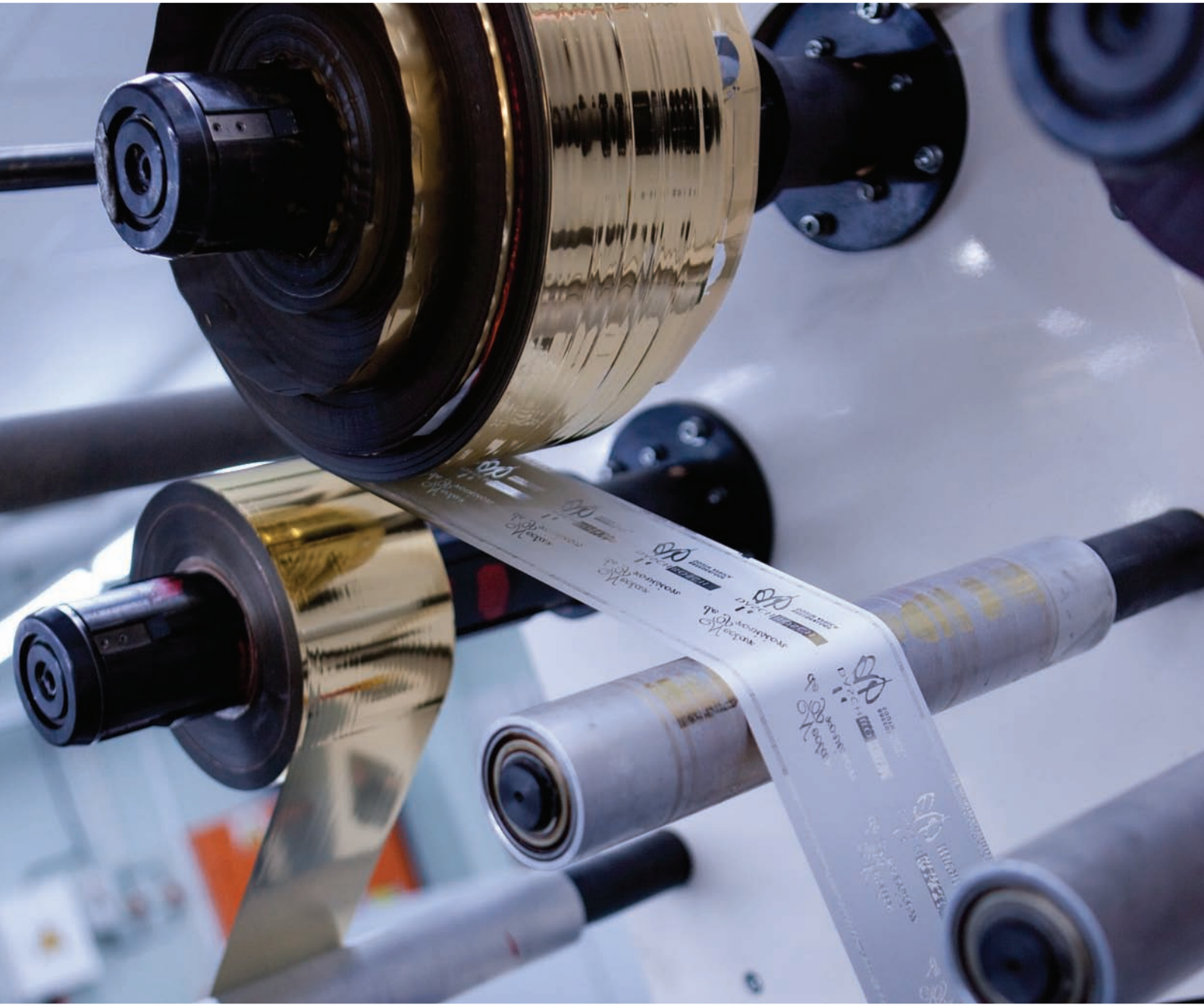
Covering all
bases in

labelling



APRIL 2010
RSA R25,00 INCL VAT
OTHER COUNTRIES
R21,93 EXCL TAX

by Wanda Augustyn
pictures: Charles Russell Photography



Covering all bases in

labelling

By delivering consistent quality and service in the past, Paarl Labels is also working towards innovation and new developments in printing for the wine industry, to enhance brand building.

ACCORDING to MD Callie de Wet, the stronger Rand is blurring the profit scenario for most wine exporters and therefore the wine label converters are seeing a clear division between finding cost-effective solutions for the high-volume/low price producers and the technologically advanced innovations to enhance the wines in the premium and super premium price ranges.

“Without the drive to develop new ideas for both sides of the price wall, the label printer may well find himself empty-handed in the market place, except for the old suicidal price-cutting trick.”

Since becoming a ‘stand-alone’ company in the Paarl Media stable in April 2006, Paarl Labels has invested heavily in equipment, time and new materials to find market-related solutions for all price categories and since most of their business is done in the wine industry, Callie keeps a close eye on his client’s needs, creativity in his company and excellent service levels. “When it comes to finding innovative solutions, you have to rely on people with a zest for change and thinking fresh, guys like Paarl Labels print manager Gavin Burrows, the team from the pre-press department and quality and development officer Erick Carstens,” says Callie.

The wow factor for the super premium market

In the premium and super premium ranges where the price of a label is less sensitive than in the lower price categories, Paarl Labels has come up with a number of special features to create the type

of ‘face’ doing justice to a special type of wine.

Creating security holograms to prevent fakes and imitations being sold in the market place is but one of Callie and his team’s innovative new labelling options. With Kanonkop’s new “Black Label” Pinotage, the hologram gives an authentic look to the label.

According to Johann Krige, co-owner of Kanonkop, they had discovered some fake Kanonkop labels in the past. “To prevent this from happening in future, we decided to go with a no risk option for labelling a bottle costing R1 000.

“Paarl Labels for us also honours our service deadlines. To be successful in the local market and compete abroad, you have to rely on a company which meets your deadlines and service levels. Paarl Labels adhere to ours.”

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Giving the top of the label a naturally ‘torn’ effect (vs the normal clean cut) is also a pretty new technique that developed through an enquiry from a client. This is usually done on the more earthy looking uncoated papers and promotes the idea of living in harmony with our environment.



Another clever cost effective option is to create art images and structures on metal foils, allowing the designer to add subtle detail to labels with metal effects. Quite similar to security holograms (but without the security features and the cost of holographic materials), the client can be more innovative when he is specifying foil on a special kind of label. This is such a new development that no brands may be named yet, says Callie.

For the company thinking around more eco-friendly lines, Paarl Labels now also uses recycled paper to print labels for specific markets. Releaf, produced by Imbuko Wines in Wellington, is a perfect example of these eco-friendly labels.

“Together with subtle pastel colours, it is widely used to decorate organic wines and to add the natural touch to wines in this segment,” explains Callie.

Paarl Labels also has an arrangement with two paper suppliers to import small quantities of specialty paper, normally not available off the shelf in South Africa. This includes top-of-the-range paper with a more fibrous finish, mostly used on red wines. Something like the False Bay label produced by Waterkloof Wines in Somerset West.

“Yes, we also do the more funky stuff like the good old brown wrapping paper to produce self-adhesive labels for the younger generation.

Together with one of their major paper suppliers, Paarl Labels introduced a super white uncoated paper named ICE (a registered trade mark of Paarl Labels), offering unrivalled ice bucket properties, opacity and application qualities in the uncoated paper category. The launch of this product was met with immediate success in the market



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and the company is now moving more than three times the volume of the uncoated white paper previously used. Paarl Labels has also just landed an order from abroad for labels to be produced on this special stock. Unlike most of the wine specialty paper, ICE is actually readily available from their warehouse.

Another clever and cost effective option is creating pinpoint “back printing” (the print image appears on the adhesive side of the label as well). This technique is used to also portray the brand image if you look at it from the back of the bottle. It is widely used on flint (fully transparent) bottles containing a clear beverage and gives a whole new dimension on back bottle branding – not like the somewhat blurred and messy look from the past when printing on the adhesive side.



Part of the Paarl Labels team who keep their clients happy.

Standing: Marinda Gelderblom (sales consultant) and Erick Carstens (quality assurance and development).

Seated: Greta Stoffels (production planner), Gavin Burrows (print manager), Lynn van Rensburg (client service manager), Callie de Wet (managing director).

Clever thinking for the medium and low price market

For their clients marketing wine in the medium and low price categories, Callie and his team have developed some great cost-saving initiatives.

These include the development of new ink application techniques enabling them to substitute metal foil with metallised inks and thereby achieving a substantial saving on cost-sensitive labels. Look out for KVV's African Passion label to be launched soon.

"We also use specially made-up varnishes to achieve the same visual result that would previously only be possible with much more expensive paper, like the Leopard's Leap label. Using special spot varnishes to substitute the much more expensive "high-build" varnish technique also gives you another option. In co-operation with one of our paper suppliers, we launched two great value for money products, namely Premicast and Vincote (both trademarks belonging to Paarl Labels), offering cost cutting options, yet delivering all the quality characteristics offered by their more expensive counterparts. In total, these two paper brands represent more than 60% of the total paper output at Paarl Labels, a clear indication of their acceptance in the wine label market," states Callie.


"All our machines have been modified to accommodate flexible cutting dies and cold foiling. In the case of cutting dies, the

saving to the client amounts to more than 50% if compared to solid dies. The cold foil process, in turn, eliminates the need for a brass foiling cylinder, saving the client in the region of 90% on the tooling required to execute foiling on coated paper."

Innovation is an ongoing process. Callie assures me that Paarl Labels has unique working relationships with its clients. "We work together on all label solutions. We really create what the market dictates. This means a one-on-one relationship where I see 80% of all clients at least twice a year. You have to know what they want, what they need and where we can improve."

The company also has a training academy within the Paarl Media Group. Highly skilled engineers, machine operators and great minds get together to work closely in creating solutions for their clients. With 80% of business destined for the export market, all the products Paarl Labels works with, come from specifically planted plantations. No trees are 'killed' in the process of creating paper for their labels. The company works with big names, such as KVV which orders most of its products from Paarl Labels, as well as the guy who only wants 300 labels.

With 95% of his business coming from the wine industry, Callie is very brand loyal. Sitting in a Paarl restaurant on a very hot Friday afternoon and talking about these innovations at Paarl Labels, he first looks at the label of a bottle of wine, before he orders.

"I have to support my clients. My money goes to where it comes from!" 

Air Liquide - gas solutions from vineyard to bottling line



Throughout the winemaking process, wine is subjected to complex oxidation and reduction processes. Atmospheric oxygen dissolves in wine from picking to bottling, reacting either chemically or via enzymes with the numerous compounds in wine, resulting in undesirable oxidation.

Air Liquide's approach is to manage the oxygen in the winemaking process from the vineyard to the bottling line. We offer a range of innovative gas solutions, equipment, technology and services tailored for each winery's requirements.

At Air Liquide, we have more than 105 years experience, all the answers you need and customized systems to help you get the best out of Air Liquide's food-grade gases.

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Air Liquide Southern Africa
Tel: +2711 389 7000, Lizbe Sorore (Food & Beverage Marketing Manager) +2711 389 7201
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