

Innovative Labels awarded

First impressions count. That's a fact. Many consumers make their choice on the packaging that shouts loudest at them from the supermarket shelf.



In the wine and spirit industry marketers are very aware of this trend and, with the many brands being offered, competition is fierce and the brand with the most innovative and eye-catching label is often the one that wins with the consumer.

The UPM Raflatac Wine and Spirit Labels of Excellence Awards 2007 rewarded these particular label qualities at a gala function at the Castle of Good Hope in Cape Town recently.

"This year's entries covered a wide range of design styles and print technologies and illustrated the unrivalled scope self-adhesive labelling offers to

the designers of tomorrow's great brands," said Ian Murray, general manager of UPM Raflatac South Africa.

"We are seeing how brand owners, designers and the label printers are continually pushing the innovation boundaries in the design of these labels. This collaborative excellence between vision drivers, artistic expression and technical expertise is essentially the judging criteria for these awards."

It was more than five years ago that UPM Raflatac came up with the idea of recognising this collaboration of



1. Albert Berman from Tricolor Press received the Bronze Award for Best Printer for the wine label Sebeke Sauvignon Blanc 2006.
2. Zoyon Le Sueur from ColloTYPE Labels received the Bronze Award for Best Printer for the Boschendal Shiraz Vintage 2005 wine label.
3. Callie de Wet from Paarl Print Labels received the award for Best Range Wine Labels for the wine label Leopard Frog Limited Release 2006.
4. Gavin Burrows from Paarl Print Labels received the Silver Award for Best Printer for the spirit label KWV Brandy 15 year.
5. Murielle Langlas, Ian Murray and Constant Visser from Ferroprint receiving the Gold Award for Wine Labels Best Printer. Ferroprint also received the Gold Award for Best Printer for the spirit label Olmecca Tequila.



label stock supplier, printer, designer and brand owner. Such is the success that this event has now become an industry benchmark. The transition to self-adhesive labels uniquely allows designers and printers greater conceptual breadth and depth to create labels of outstanding visual appeal, leading to greater brand recognition.

As Murray remarks, "With so many new brands on the shelf you have to be noticed to get into the consumer basket!"

Now run on a biennial basis, the awards not only recognise the chain that makes a successful label but also does not limit entries solely to users of UPM Raflatac's products.

The varied platform and high calibre of 2007 entries gave judges Tom McLaughlin, John Lloyd and Clive Glover great difficulty in selecting the final award winners. In the end it was Ferroprint who scooped gold in both the Wine and Spirit individual categories. G2 Design created a light-hearted,

simple design with intricate finishes that gave Morgenhof's Fantail Pinotage 2004 gold in the Wine category. Olmecca Tequila secured gold in the Spirit category. This bold, eye catching, traditional and well-known brand exemplifies the effective use of self-adhesive label stock in branding.

Paarl Print Labels were winners 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.

UPM Raflatac, one of the world's leading adhesive label suppliers, is a global company with head offices in Finland. The merger of UPM and Rafsec in January 2006 combined one of the world's leading pressure sensitive suppliers and the leading manufacturer of new generation RFID (Radio Frequency Identification) products. With the South African head office in Durban and offices in Cape Town and Johannesburg the company has emerged as a leader in self-adhesive labels. 