

# 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

