



## Labels and Packaging for Wine

Using shelf appeal to build brands and entice customers

Brand image is everything in the wine industry. The difference between success and failure comes down to the labels and packaging — not just the quality of the product within.

Taylor can position you for success with a comprehensive labeling and packaging solution that enables you to “own the shelf,” invite trial and foster brand loyalty.



### A SINGLE-SOURCE SOLUTION

Taylor provides everything from bottle labels, folding cartons, shrink sleeves and more.



### CUSTOMIZATION OPTIONS

Industry-leading printing and embellishment capabilities result in award-winning designs.



### COAST-TO-COAST COVERAGE

Our vast nationwide production and distribution footprint gets you to market faster.



### CATEGORY EXPERTISE

Taylor is a recognized leader in labels, producing more than 50 billion each year.

## A Host of Options

Taylor produces pressure-sensitive labels for winemakers, nationwide. We also manufacture custom cartons and packaging materials in nearly every conceivable size, shape and configuration.

- Carton labels
- Prime labels
- Folding cartons
- Shrink sleeves
- Neck labels
- Tax seals
- On-demand labels



**We have the ability to heighten shelf appeal and catch the eye of consumers through many types of special embellishments.**

- Cast and cure
- Hot foil stamping
- Cold foil
- Metallic inks
- Color logic
- Spot gloss and varnish
- Die cutting
- Screen print
- Embossing

## A Complete Business Partner

Our packaging industry knowledge and nationwide production network give us the flexibility to respond to your needs quickly and efficiently.

- Award-winning packaging design solutions
- Locations across the U.S. for fast delivery
- In-house compliance expertise
- On-demand and short-run capabilities



## About Taylor

Taylor is a global graphic communications company headquartered in North Mankato, Minnesota. More than 10,000 employees strong, Taylor has operations spanning 26 U.S. states and seven countries.