



New Winery Benefits From Label Production Expertise

Challenge

Elkmont Winery, a new entrant in the wine and spirits category, worked with a designer to create stunning label artwork for all 10 of their wine varieties. The designs incorporated four-color process printing plus intricate foil stamping and embossing details. While the label designs looked beautiful on a computer monitor, the artwork required extraordinarily precise registration between the printing, foil and die cutting – necessitating 10 different foil/embossing combination dies.

Solution

Taylor's production experts and press operators immersed themselves in the challenge and looked for more cost-effective ways to make the exacting details of each label design possible. The Taylor team recommended key design changes that would produce the same effect on the finished piece but would dramatically simplify production and allow for minor press tolerances.

For example, it was noted that the foil stamp and varietal name could be modified in certain areas without altering the overall look of the label. These recommendations ultimately enabled the entire series of labels to be produced using only two foil/embossing dies instead of the 10 originally required by the designs.

Results

Taylor's production expertise and collaborative approach enabled Elkmont Winery to achieve the look it wanted at the lowest possible cost.



COST-EFFECTIVENESS

The change from 10 custom dies to only two saved Elkmont Winery more than \$7,000 on die charges alone.



BRAND IMAGE

The labels incorporated all of the dazzling visual effects desired while using cost-effective production methods.



PRODUCTION FLEXIBILITY

The simplified label designs will make it easier for Elkmont Winery to release new wine varieties ongoing.