



Labels and Packaging for Wine and Spirits

Using shelf appeal to build brands and entice customers

Brand image is everything in the wine and spirits category. It's a uniquely crowded marketplace with literally thousands of options displayed side by side at the point of sale. The difference between success and failure often comes down to the impact made by the labels and packaging — not just the quality of the product that lies within.

Taylor produces appealing, high-performance labels and packaging for a broad range of consumer products including wines and spirits. We combine the branding expertise of a full-service marketing partner with industry-leading production technology to offer a single-source labeling and packaging solution unlike any other in the industry.

Ideation and Consultation

Taylor's dedicated packaging consultants work with the client to determine the functional, cost and aesthetic requirements of each application. We then propose options that will enable the client to "own the shelf," invite trial and foster brand loyalty.





A Host of Options

Taylor produces pressure-sensitive labels for winemakers, distilleries and breweries 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
- Die cutting
- Spot gloss and varnish
- 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

Certifications

Taylor has decades of experience in the labels and packaging industry and holds the certifications to prove it.

- cGMP Compliant
- G7® Certified
- FSC® Certified
- SFI® Certified
- FSSC 22000 Certified
- SQF Certified

About Taylor

Taylor is one of the top five graphic communications companies in North America. Headquartered in North Mankato, Minnesota, we are a team of more than 10,000 client-driven experts with operations spanning 25 states and eight countries. We use deep industry knowledge to strengthen your customer's brand experience, enhance business efficiency and improve bottom-line profitability.