

# WINE LABEL TERMS & GUIDELINES

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## KEY WINE LABEL TERMS

Here are some key concepts and terms used in pressure sensitive wine label printing

**Abrasion Resistance** The degree to which a facestock will resist deterioration from rubbing, handling or scuffing.

**Brightness** A measurement of the light reflectance (brilliance) of a facestock.

**Calender-Finished** A wine label printing finishing technique in which a paper's surface is glazed under the pressure of a calender stock

**Cast-Coated** A wine label printing finishing technique in which a paper facestock is coated and dried under pressure against highly polished cylinder. Cast-coated papers have a high gloss enamel finish.

**Embossing** Impressing a wine label printing surface with dies to produce a relief image.

**Facestock** The top layer or wine label printing surface of a pressure sensitive label stock.

**Gloss** A measurement of the spectral reflectance of light off the wine label printing surface, usually expressed as glossy, low gloss or matte.

**Grain** A characteristic of a wine label printing facestock referring to the direction in which most fibers lie, in corresponding to the direction the paper travels through the paper machine.

**Ice Bucket Test** A performance test in which labeled bottles are immersed in a 50/50 ice/water bath for up to 24 hours. Failure may include edge lifting, sliding, label delamination or ink flaking off the wine label printing.

**Liner** The carrier for a pressure sensitive label. Liners are coated with a release material, allowing them to separate from the label immediately before application.

**Machine Direction Orientation (MDO)** A property of an extruded film, achieved by stretching the film by a given ratio in the direction of machine flow to enhance its final properties; ie. conformability.

**Mandrel Test** An aggressive test used to determine the suitability of an adhesive/facestock combination for very tight curvatures; ie. neck label applications.

**Peel Strength** A characteristic of adhesion referring to the force per unit width required to break the bond between the label and the container. Often expressed at a specific degree and rate of peel under controlled environmental conditions.

**Permanent Adhesive** An adhesive designed so that labels cannot be removed without damage to the wine label printing or container.

**Removable Adhesive** An adhesive property that allows labels to be removed from a surface and re-applied with no damage to the wine label printing or container.

**Tensile Strength** The force required to break a facestock when pulled in opposite directions.

**Warm Water Removable** A characteristic of some pressure-sensitive adhesive that allows labels to be removed in warm water, leaving the bottle clean of adhesive residue so it can be re-used or recycled.

**Wet Stick** The ability of an adhesive to stick to wet glass.

**Wet Strength** Describes a paper that has chemical and/or physical components added to improve moisture resistance.

## FACESTOCK DEFINITIONS

Whatever your wine label printing needs, we've got you covered. Here are some key definitions used when defining wine label printing facestock.

**Texture** The tactile surface characteristic of wine label printing facestock, including the following

- **Smooth** No noticeable relief pattern or texture.
- **Vellum** Rough, porous surface, but with no distinct raised areas.
- **Laid** Traditional hand-made feel; horizontal raised lines and vertical watermarked lines.
- **Linen** Crisp, tightly patterned horizontal and vertical raised lines.
- **Felt** Random, mottled, raised texture.
- **Handmade** Natural handmade feel with a raised graphic or texture.
- **Metallized** Special paper with vacuum deposited metal for enhanced aesthetics.

**Foil Laminate** Special paper, extrusion laminated with thin-gauge aluminum foil for enhanced aesthetics. Can be topcoated to improve its printability.

**Wet Strength** Paper that has chemical and/or physical components added to increase internal bond strength when saturated.

**Flexibility** The ability of a paper to wrap around tight diameters. Papers with excellent flexibility are good choices to test as neck labels and wide body labels. Papers with poor flexibility may flag when used on curved surfaces, especially when combined with low tack adhesives.

**Topcoat** Function coating applied to a flexible packaging film to enhance the anchorage of ink.

## WINE LABEL PRINTING ADHESIVE DEFINITIONS

Wine label printing requires special adhesive formulations due to the unique set of labeling and end user conditions. Adhesion levels vary based on the type and thickness of the bottles' anti-scratch coating. Here are some key definitions used when defining wine label printing adhesive.

**Long-Term Warm Water Removability** Label and adhesive will remove from glass and plastic containers when soaked in 100° F water for 5 minutes. Best results when printed wine labels are used on new glass coated with standard PE, AP-5 or Oleic Acid anti-scratch coatings.

**Short-Term Repositionability** Low initial tack for up to 20 minutes of repositionability/removability of misapplied labels.

**Cold Labeling Conditions** Suitable for use when bottle temperature at time of labeling (or ambient temperature in bottling room) is between 40° F and 60° F. All adhesives are suitable for labeling at temperatures above 60° F.

**Wet Labeling Conditions** Labeling wet bottles is difficult. Water acts as a contaminant, compromising the integrity of the wine label printing adhesive. Bottle dryers are recommended for heavy condensation. However, for applications where fogging may occur, be sure to use the appropriate adhesive.

**Ice Bucket Test** Labeled bottles are placed in a 50/50 ice/water bath for 12 hours. Pass means that labels do not float off or exhibit edge lift. Minor slippage with finger pressure may occur. Facestock saturations, degradation and/or wine label printing discoloration is a function of the wine label printing facestock and not the adhesive. Film or wet-strength wine label printing facestocks are highly recommended where long-term ice-bucket performance is required.

**Neck Labels** High initial tack and good mandrel hold for neck label applications. Testing is required as many factors will affect label performance. ie wine label printing facestock stiffness, ink and varnish coverage, size of wine label printing overlap, bottling temperature, and bottle coating levels.

**Bottle Coatings** Suitable for use with bottle coatings as noted PE, AP-5 or Oleic Acid