

Design Optimisation Reference

	Entry Level	Premium	Super Premium	Value	Product Summary
Substrate					
• Coated Paper	•	•		L	Gloss, super smooth, good moisture performance
• Uncoated Paper	•	•	•	M	Matt, textured, bulk
• Uncoated w/s		•	•	M	Uncoated paper with built in moisture retardants
• Prestige Plus™			•	H	Extreme thickness, matt, prestigious
• Heavy Metal			•	H	Pewter label alternative for super premium impact
• Enviro Label™		•	•	M	100% recycled uncoated paper
Embossing					
• All over grain	•	•	•	L	Adds texture, pattern and detail
• Image emboss	•	•	•	L	Adds detail and definition to text and images
• Sculptured emboss			•	H	Multiple depth to truly create 3D images
Varnish					
• Textured Matt Varnish	•	•	•	L to M	Ultra Matt look and feel; uncoated paper alternative
• Screen Print	•	•	•	L to M	Fine detail to bold impressions
• Pearl Varnish	•	•	•	M	Alternative for pearlised paper stocks
• Spot Gloss	•	•	•	L to M	Highlights, contrasts and shines
Foil					
• Foil stamping	•	•	•	L to M	Metallic foils to add shine and metal detail
• Molten Foil		•	•	M	Raised foil image with metallic liquid appearance
• Cold Foil	•	•		L	Ideal for areas not requiring fine detail

Screen Printing					
• Metallic screen	•	•	•	M	Gold, silver and bronze with raised impression
• Spot screen	•	•	•	L to M	Ideal for high gloss contrast
• High Build	•	•	•	L to M	Raised screen print for tactile and visual impression
• Super High Build		•	•	M	Bold, raised screen print ideal for text and image highlights
Brand Security					
• DNA Smartmark™			•	H	The ultimate in Brand Security; a unique DNA code is added to your label
• Tamper Evident neck labels		•	•	L	Building security and peace of mind into a standard neck label
• Blue Light ink	•	•	•	L	Images or text printed in blue light sensitive “invisible ink”
• RFID			•	H	Radio frequency brand protection build into the label
• Trust Seal Foil			•	H	“Bank note” hi-tec holographic foil
Other Specific Label Innovations					
• Wine Find™	•	•	•	L to M	Perforated removable reminder carrying key information
• Unique Codes	•	•		M	Competition or promotional codes
• Perfect Serve™	•	•	•	M	Temperature sensitive inks indicate ideal drinking temperature
• QR Codes	•	•	•	L	Supported through Collotype’s QR code integrity program
• Promo Note™	•	•	•	M	On bottle “note” ideal for competitions & communications
• Numbering			•	M	Individual bottle numbers
• Label Cut outs		•	•	L to M	Shapes cut out from within the label border