

Getting Ready for Bottling

A GUIDE TO PRESSURE
SENSITIVE LABELS



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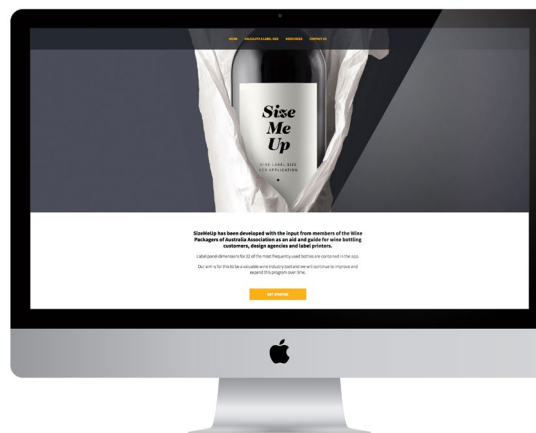
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INTRODUCTION

This Guide is for 750ml bottles and should be used in conjunction with the [Size Me Up™](#) wine label size app during the design and concept stage to make sure label dimensions are favourable to the bottle chosen.



visit www.sizemeup.com.au

Information in the Guide is set out in two sections.

FOR DESIGNERS sets out useful information for customers and label designers to consider when designing labels. For example, it includes the weight and types of paper that are favourable for wine labels.

FOR PRINTERS sets out technical information, such as the operational specifications for neck and body label rolls, their Feed/Unwind Direction etc.

This Guide has been prepared with the input from members of the [Wine Packagers of Australia Association](#).

Size Me Up™ has been developed using the industry label sizing chart developed over many years and used as an indicator of label application reliability on common bottle sizes. Size Me Up™ does not guarantee application capability; rather it is a guide and tool to assist with design decisions, based on current industry knowledge. We encourage you to contact your contract packager to discuss your label requirements as they have experience and expertise in their mechanical capabilities and all aspects of label application.

References

AS 4833-2007 Pressure-sensitive labels for stock-paper, stock-plastic and general purpose use

AS2313.4.3-2006 Printing properties – determining abrasive resistance

FTM21 - FINAT Test Method No 21 – Ink Adhesion

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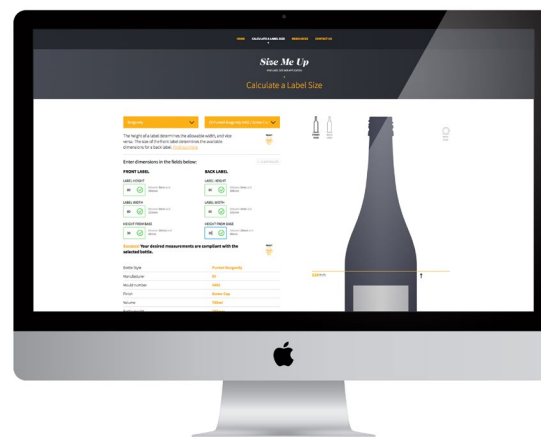
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FOR DESIGNERS

BODY LABELS

SIZE AND PLACEMENT ON 750ML BOTTLE

Visit [Size Me Up™](https://www.sizemeup.com.au). This app has been developed to use at label concept stage. Choose a bottle from the drop down lists and key in the proposed label dimensions. It couldn't be easier. View how a front label will look on the bottle and, it gets better – you can also key in back label dimensions, view them both and print out. The base view shows the circumference of the bottle used by front and back labels.



[visit www.sizemeup.com.au](https://www.sizemeup.com.au)

We understand there will be occasions where the desired dimensions of a label will be greater than what is recommended, so we suggest you contact the contract packager you will be using to bottle your product. They can collaborate with you to assess the label and make sure you are aware of the possible outcomes.

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The screenshot shows the 'Size Me Up' web application interface. At the top, there is a navigation bar with links for HOME, CALCULATE A LABEL SIZE, RESOURCES, and CONTACT US. The main header features the 'Size Me Up' logo and the subtitle 'WINE LABEL SIZE WEB APPLICATION'. Below the header, the title 'Calculate a Label Size' is displayed.

The interface includes two dropdown menus for bottle selection: 'Burgundy' and 'OI Puntado Burgundy 5402 / S'. To the right, there are icons for 'FRONT VIEW', 'BACK VIEW', and 'BACK VIEW'. A 'PRINT' button is also present.

The main content area explains that the height of a label determines the allowable width, and vice versa. It provides instructions to enter dimensions in the fields below. The fields are organized into two columns: 'FRONT LABEL' and 'BACK LABEL'. Each field includes a value, a green checkmark, and a range of acceptable values.

Field	Value	Range
FRONT LABEL LABEL HEIGHT	90	Between 0mm and 106mm
FRONT LABEL LABEL WIDTH	80	Between 0mm and 112mm
FRONT LABEL HEIGHT FROM BASE	30	Between 20mm and 36mm
BACK LABEL LABEL HEIGHT	90	Between 0mm and 106mm
BACK LABEL LABEL WIDTH	90	Between 0mm and 112mm
BACK LABEL HEIGHT FROM BASE	30	Between 20mm and 36mm

A success message states: 'Success! Your desired measurements are compliant with the selected bottle.' Below this, a 'PRINT' button is available.

The bottom section displays a list of bottle specifications for the selected bottle:

Bottle Style	Puntado Burgundy
Manufacturer	OI
Mould number	5402
Finish	Screw Cap
Volume	750ml
Bottle Height	298mm
Bottle circumference	253.24mm
Minimum base limit	20mm from base
Shoulder limit	126mm from base

At the bottom, there is a note: 'The label visuals shown in this web application are an approximate representation of how the label will appear viewed from the front. For further information, please see our full site terms.'

On the right side of the interface, there is a large illustration of a wine bottle. A grey rectangular label is shown on the front of the bottle. Two horizontal lines with arrows indicate the label's dimensions: a top line at 126mm and a bottom line at 20mm.

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BODY LABELS

PAPER CHOICE, WEIGHT AND ADHESIVE QUALITIES

Paper stock

The main types of paper stock used for wine labels are cast coated and open weave. Open weave paper is more absorbent so we recommend one with a low COBB* value to reduce the risk of bubbling or lifting. It is also essential that the surface area of the paper stock is sufficiently sealed with moisture repelling varnish.

Paper Weight and Adhesive Quality

Recommended minimum 80gsm and maximum 135gsm. Permanent adhesives with high initial tack (bond) should be used and be compatible with condensation on glass.

Paper stock for end use refrigeration

Recommend paper stock with under laminate.

* calculated mass of water absorbed in a specified time by m² of material under specified conditions.
Refer FINAT AUS/NZ standard 1301.411s;2004

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BODY LABELS

EMBELLISHMENTS

Embellishments are design features that are used to create textures in a label, for example embossing or debossing. Depending upon the depth of impression and area covered, these can create an uneven or irregular adhesive surface on the back of the label. This impacts on the label's ability to bond evenly to the glass when being applied on automated bottling lines. The result can appear as bubbling or creasing of the label after application. This allows ingress of moisture that can exacerbate lifting and bubbling.

Graining Pattern

Labels that have an all-over graining pattern must have a minimum 3mm emboss free zone measured from each label edge to aid adhesion and help prevent label lifting from the glass. In our experience label lifting becomes evident post bottling. This allows ingress of moisture that can exacerbate lifting and bubbling.

Foil Stamping

Foil stamping can stiffen that area of the label, creating an uneven or irregular adhesive surface on the back of the label. This impacts on the label's ability to bond evenly to the glass when being applied on automated bottling lines. The result can appear as bubbling or creasing of the label after application. This allows ingress of moisture that can exacerbate lifting and bubbling.

Metallised labels

Reflective metallised labels or those with a high gloss finish will highlight all minor irregularities in the glass surface, for example, bottle seams.

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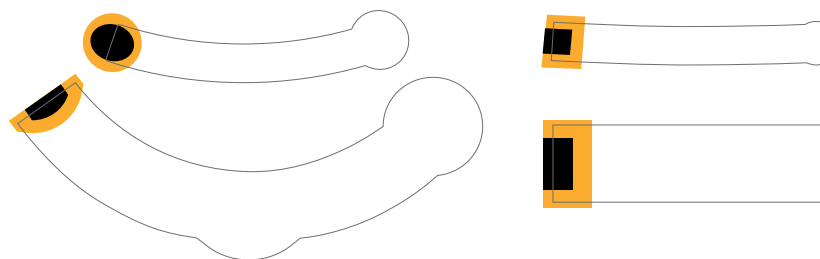
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NECK LABELS

SIZE AND PLACEMENT ON 750ML BOTTLE

It is the label designer's responsibility to shape and size neck labels taking into consideration the choice of bottle, bottle neck shape and closure being used (screw cap, crown seal or sparkling hood). For sparkling wine, it is important to know the length of hood being applied ie 122mm or 80mm.

A reverse glue flap (RGF) of minimum 15mm, free of varnish with smaller non inked area on left hand side of the under lapped label area is required to aid adhesion.



[Click here](#) for full size label templates.

A mock up label drawn to scale in pdf format showing dimensions and placement on the bottle being used should be given to the contract packager to ensure correct fit and placement for application on automated bottling lines.

PAPER CHOICE, WEIGHT AND ADHESIVE

Paper stock

Neck labels require a low memory, cast coated or machine coated face stock.

Paper weight and adhesive

Recommend 60-80gsm with an aggressive adhesive and high initial tack. The most commonly used and guaranteed by the supplier is 80gsm cast gloss.

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MEDALS, BUTTONS AND STRIP LABELS

Due to the restrictions on where medals and buttons can be placed within the label panel, we recommend that positioning of these is discussed with your contract packager. This should be done well in advance of the bottling date to ensure they can achieve the desired position when running on their automated bottling line.

The **Size Me Up™** app can assist by keying in the dimensions of your front label and using the yellow guide lines.

Hand labeling of a medal or button is an option where the required position cannot be applied on automated bottling lines. Strip labels are usually applied by hand post bottling. Tax strips or over strips are applied over the closure by hand post bottling.

HOW MANY LABELS CAN BE APPLIED ON A BOTTLE

Most automated bottling lines can apply a maximum of four labels per bottle:

Example:

3 front labels (front, neck and medal)
and 1 back label

2 front labels (front and medal)
and two back labels



Front

Back



Front

Back

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FINAL ARTWORK

For each label, an electronic copy of approved and final artwork to be supplied in pdf format containing the following information:



Colour



Die Gap



Adhesive



Label Size



Paper Stock

If paper stock is not noted on the pdf then a Quality Assurance report to state this information should be provided.

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FRONT & BACK LABELS

- ✓ Front and back labels must be supplied on different rolls
 - ✓ All label rolls to be supplied as industrial standard unwind left hand lead ([refer diagram](#))
 - ✓ Label roll size maximum dimension 380mm ([refer diagram](#)) or minimum 2,000 labels per roll
 - ✓ Maximum label roll weight 8kg and individual carton weight no great than 16kg
 - ✓ Labels printed on polypropylene labels or 'clear on clear' should incorporate a solid line of colour or a feature to use for optically 'spotting' the label gap ([refer diagram](#))
 - ✓ PET webbing is recommended to reduce breaks during labelling on automated bottling lines
 - ✓ The distance between labels (die gap) on the webbing must be consistent across all label rolls (min 3mm max 15mm) to assist with satisfactory label application on automated bottling lines.
 - ✓ The PET webbing height must be greater than the size of the label. We recommend a margin minimum of 2mm and maximum 5mm (with a variation of no more than +/- 0.25mm across the label run
 - ✓ All label converting waste (eg matrix waste) must be removed from webbing ready for automated application
 - ✓ Core width 76mm I.D. The height of the core to be 2mm less than webbing height ie core must not protrude ([refer diagram](#))
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NECK LABELS

- ✓ Neck labels must be supplied on same roll
 - ✓ All label rolls to be supplied as industrial standard unwind left hand lead ([refer diagram](#))
 - ✓ Label roll size maximum dimension 300mm ([refer diagram](#)) or minimum 2,000 labels per roll
 - ✓ Maximum label roll weight 8kg and individual carton weight no great than 16kg
 - ✓ PET webbing is recommended to reduce breaks during labelling on automated bottling lines
 - ✓ The distance between labels (die gap) on the webbing must be consistent across all label rolls (min 3mm max 15mm) to assist with satisfactory label application on automated bottling lines.
 - ✓ The PET webbing height must be greater than the size of the label. We recommend a margin minimum of 2mm and maximum 5mm (with a variation of no more than +/- 0.25mm across the label run
 - ✓ All label converting waste (eg matrix waste) must be removed from webbing ready for automated application
 - ✓ Core width 76mm I.D. The height of the core to be 2mm less than webbing height ie core must not protrude ([refer diagram](#))
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MEDAL & BUTTON LABELS

In our experience, medal and button labels are usually applied automatically at the same time as front and back labels. The SizeMeUp™ app should be used as a guide to placement of medal and button labels in context with the front label. Assessment of the exact placement of the medal or button should be done by the company that is bottling and labelling your wine.

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- ✓ Medal and button labels cannot be mixed on a roll. Each type must be supplied on individual rolls
 - ✓ All label rolls to be supplied as industrial standard unwind left hand lead ([refer diagram](#))
 - ✓ Label roll size outer dimension 300mm per roll
 - ✓ Maximum label roll weight 8kg and individual carton weight no great than 16kg
 - ✓ PET webbing is recommended to reduce breaks during labelling on automated bottling lines
 - ✓ The distance between labels (die gap) on the webbing must be consistent across all label rolls (min 3mm max 15mm) to assist with satisfactory label application on automated bottling lines.
 - ✓ The PET webbing height must be greater than the size of the label. We recommend a margin minimum of 2mm and maximum 5mm (with a variation of no more than +/- 0.25mm across the label run
 - ✓ All label converting waste (eg matrix waste) must be removed from webbing ready for automated application
 - ✓ Core width 76mm I.D. The height of the core to be 2mm less than webbing height ie core must not protrude ([refer diagram](#))
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STRIP LABELS

In our experience, strip labels with import/export information are usually applied to stock that has been labelled previously. These are usually applied by hand, placed on or below the existing back label. There is also the 'Tax Strip' or 'Over Label' that is applied by hand over the closure post bottling.

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- ✓ Strip labels must be supplied on their own roll and not mixed with any other label

 - ✓ All label rolls to be supplied as industrial standard unwind left hand lead ([refer diagram](#))

 - ✓ Label roll size maximum dimension 300mm ([refer diagram](#)) or minimum 2,000 labels per roll

 - ✓ Maximum label roll weight 8kg and individual carton weight no greater than 16kg

 - ✓ PET webbing is recommended to reduce breaks during labelling on automated bottling lines

 - ✓ The distance between labels (die gap) on the webbing must be consistent across all label rolls (min 3mm max 15mm) to assist with satisfactory label application on automated bottling lines.

 - ✓ PET webbing height must be greater than the height of the label. We recommend a margin minimum of 2mm and maximum 5mm (with a variation of no more than +/- 0.25mm across the label run)

 - ✓ All label converting waste (eg matrix waste) must be removed from webbing ready for automated application

 - ✓ Core width 76mm I.D. The height of the core to be 2mm less than webbing height ie core must not protrude ([refer diagram](#))

 - ✓ Importer/Exporter strips minimum height 12mm, placed on or below back label

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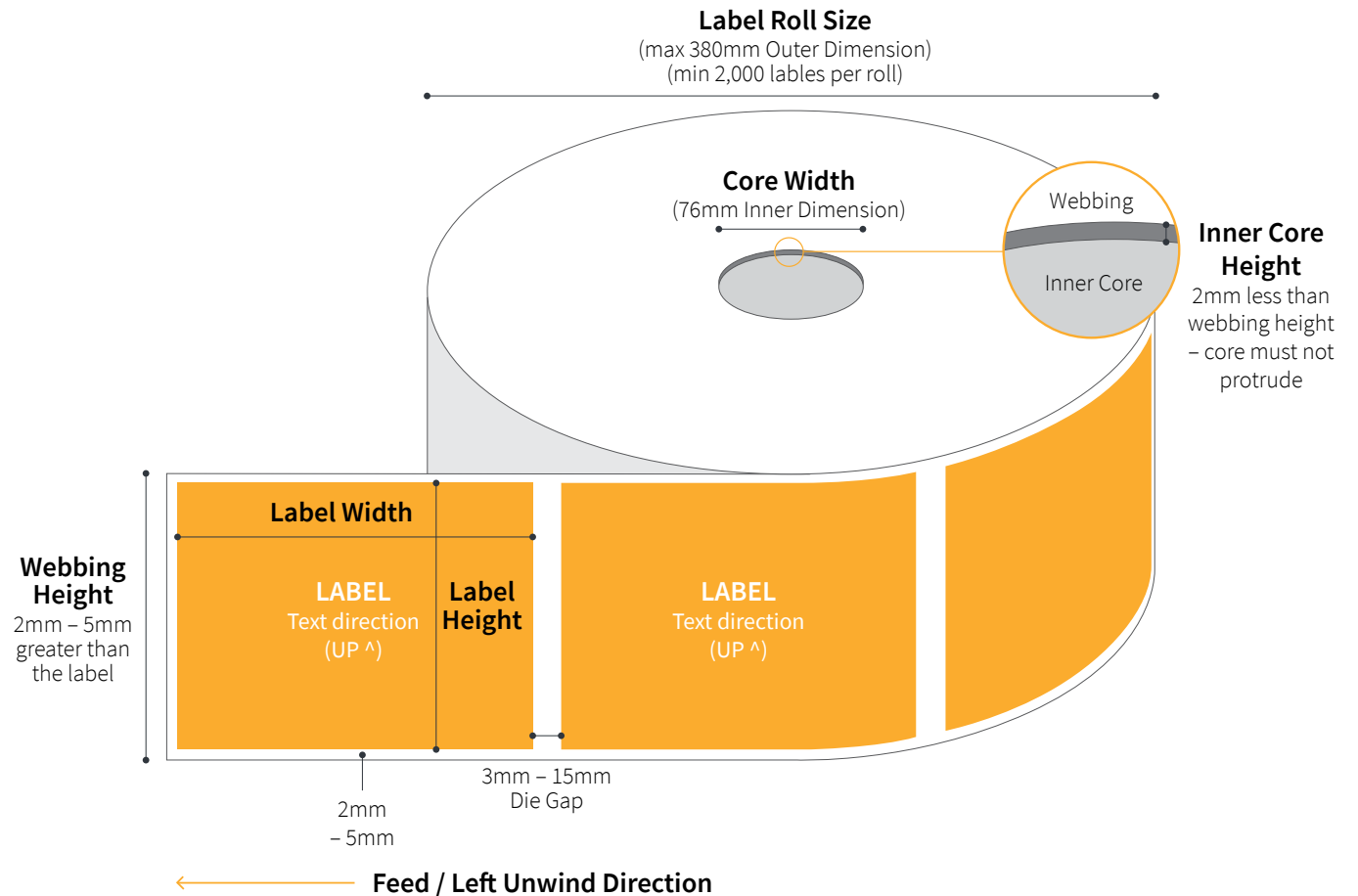
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BODY LABEL ROLL SPECIFICATIONS

Maximum Weight of Label Roll = 8kg

Maximum Weight of Carton = 16kg



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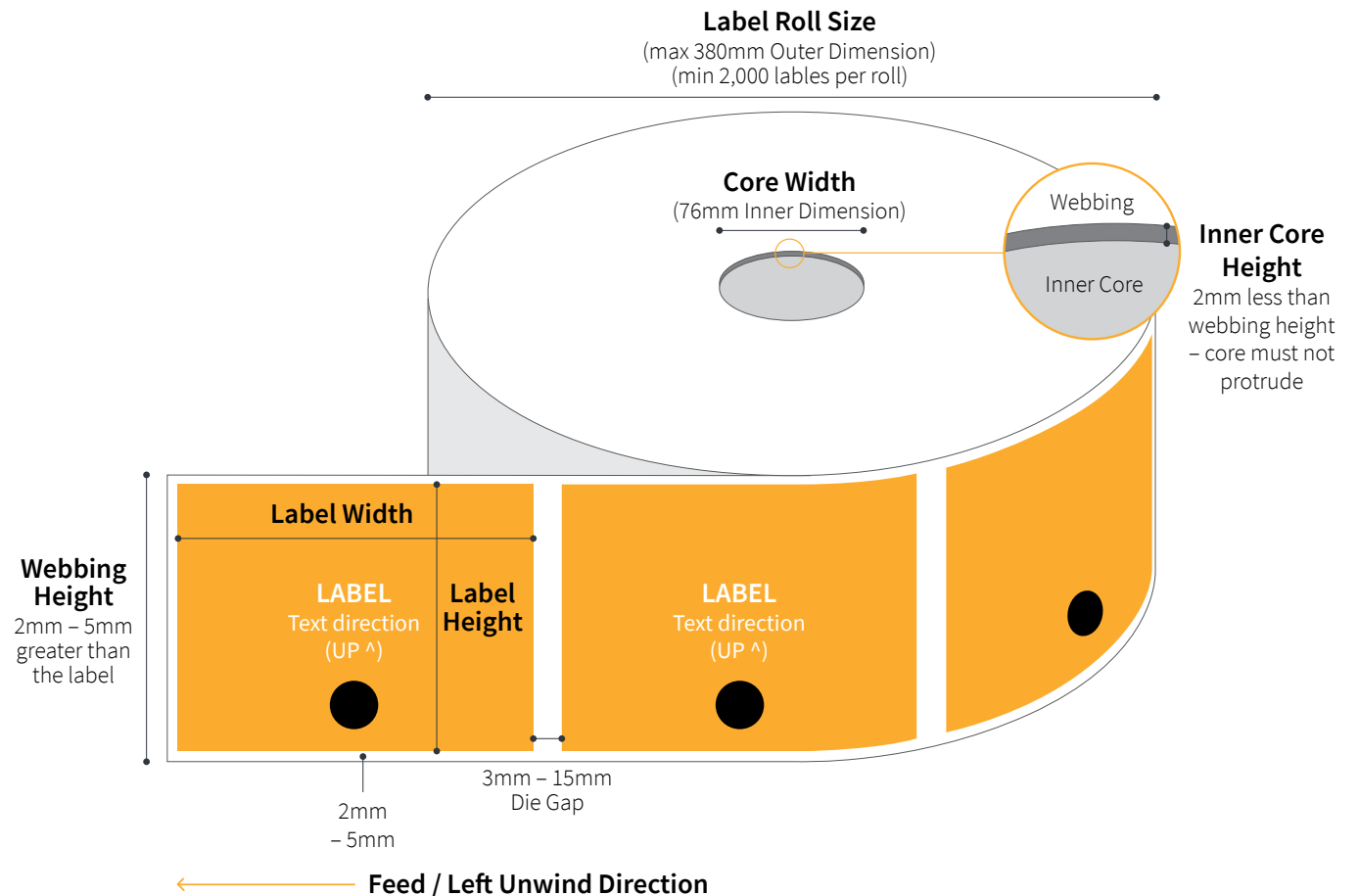
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CLEAR LABEL BODY ROLL SPECIFICATIONS

Maximum Weight of Label Roll = 8kg

Maximum Weight of Carton = 16kg

Use a block of solid colour on body label (such as ink logo in a different colour to background) as a registration point for spotting in automated bottling lines.



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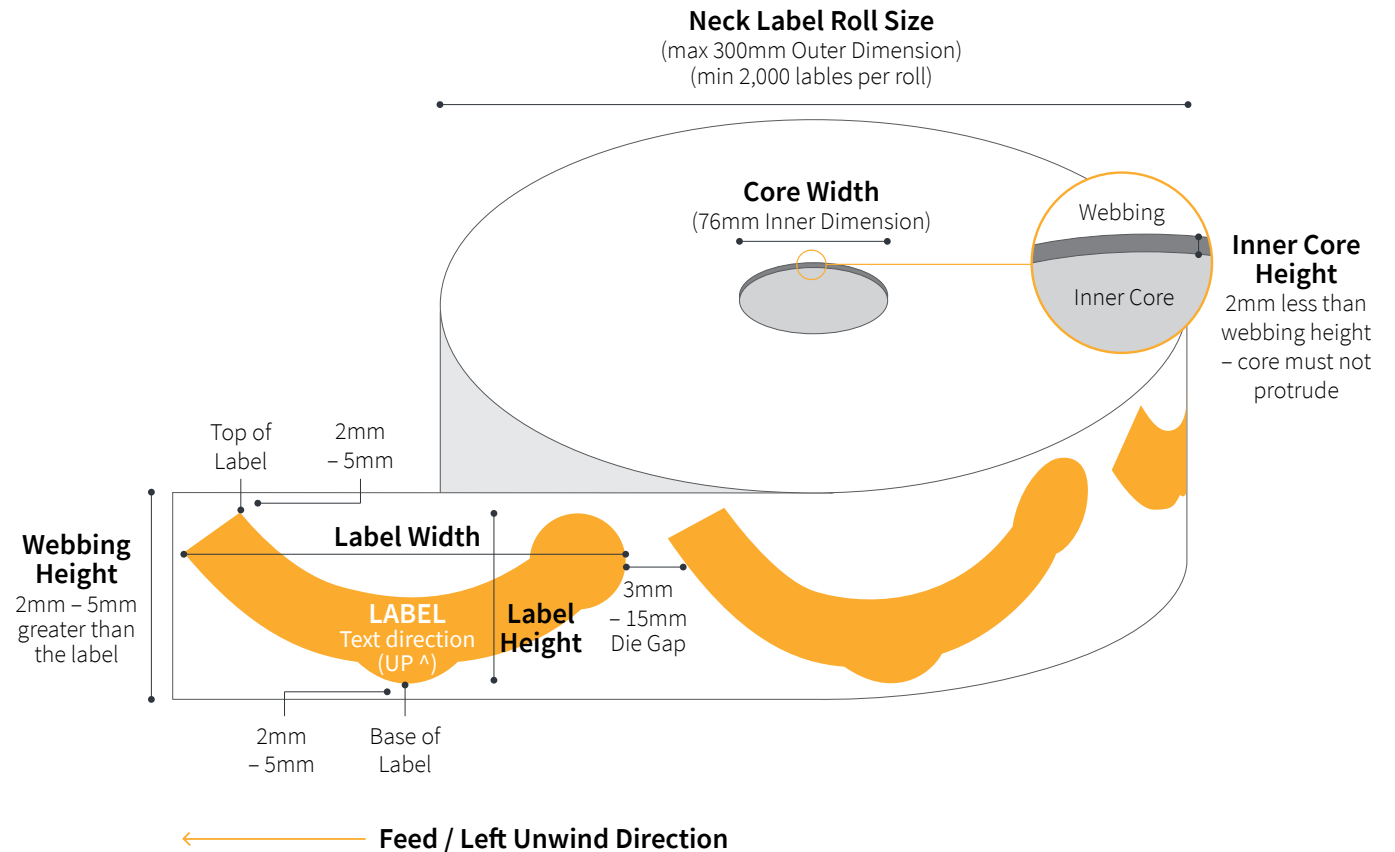
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NECK LABEL ROLL SPECIFICATIONS

Maximum Weight of Label Roll = 8kg

Maximum Weight of Carton = 16kg



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QUALITY ASSURANCE TESTING

SCUFF AND RUB

- Labels must pass a scuff test of 2,000 rubs using 1.8kg load with cardboard divider or carton board as the test strip. For method refer to Australian Standard AS2313.4.3-2006 Printing properties – determining abrasive resistance.
- Labels must pass bottle on bottle (label to label) rub test where labels must not scuff. This is to ensure that labels will not be compromised when travelling along the bottling line and during transportation in cartons with no dividers.
- Labels must pass an adhesive tape peel test (refer FTM21-FINAT Test Method No 21 – ink adhesion) where neither ink nor varnish lifts from the label when pressing adhesive tape on to the label surface then removing it.

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LABEL QUANTITY CALCULATION

An additional 100 sets of labels should be provided to cover expected set up requirements.

This table shows minimum number of labels of each kind required based on bottling run size.

BOTTLING RUN (DOZ)	NO. OF LABELS REQUIRED (PER DOZ)
0 – 500	13 labels
501 – 1999	12.5 labels
2000 – 2999	12.2 labels
3000 – 3999	12.2 labels
4000 – 4999	12.13 labels
5000 plus	12.1 labels

e.g. $5000 \times 12.1 = 60,500$ labels for a 5000 x 12 pack run size

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PACKAGING AND DELIVERY

Label rolls should be carefully wrapped and packed to protect them from damage during transit. Goods must not be stacked on top of label cartons. Storage conditions should be carefully monitored to ensure labels arrive in good condition ready to be used. Each carton should be identified with:

Customer name

Quantity of labels supplied showing vintage, brand

Barcode

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Gap between front and back labels Minimum 40mm (20mm left and 20mm right)

Wrap-around label Minimum 30mm gap between edges

Bottom edge of labels Minimum 20mm from the base of bottle.
This is required to apply laser codes and
other important bottling information
