



# Label Project Guide



# TABLE OF CONTENTS

---

## THE VINTAGE 99 DIFFERENCE

■ About Us	3
■ Testimonials	4
■ What Makes Us Unique	5

---

## PRINT TECHNOLOGY

■ Print Technology	6
■ At Home vs Professional Printing	7
■ Best Quality?	8

---

## LABEL DECORATION GUIDE

■ Label Decoration	9
■ Types of Papers	11
■ Pristine Felt Paper	12

---

## PROJECT MANAGEMENT

■ The Vintage 99 Process	13
■ Vintage 99 Lead Times	15
■ Label Pricing Options	17
■ Order Print Transfer	19

---

## LABEL DESIGN

■ Project Examples	22
■ Label Design Packages	23
■ Label Design Pricing	24
■ Label Design Case Study	26

---

## AWARDS AND MILESTONES

---

## REFERENCE

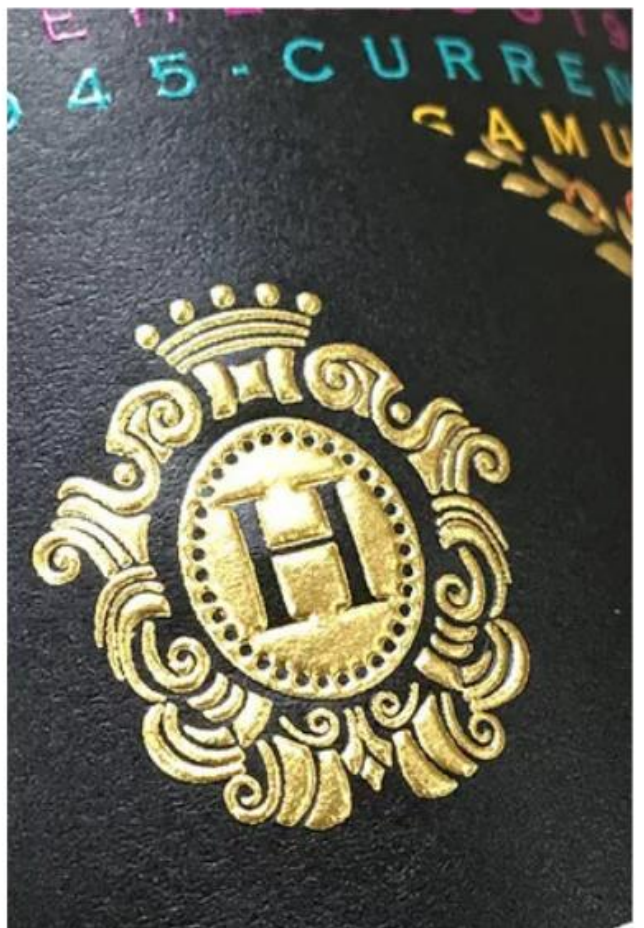




Do you have specific  
questions about label  
printing or design options?

Speak to a Vintage 99  
label specialist.

Give us a call at 877-339-8899



# THE VINTAGE 99 DIFFERENCE

## About Us



In 1999, Vintage 99 was established to meet the increasing demand for superior service and quality throughout the wine label industry. For over 20 years the goal has remained the same, invest in only the best people and technology to deliver the consistency and service that our clients depend on.



# THE VINTAGE 99 DIFFERENCE

## Testimonials

**Force & Form Design  
Brand Design Studio  
San Francisco, CA**



"I can't say enough good things about the project management, pre-press and the final product. We'll recommend using Vintage 99 for our next project too."

**Josslyn Wagster  
Hearthstone Vineyard & Winery  
Paso Robles, CA**

"I only have good things to say about Vintage 99 Label. They have been our wine label printer for over 4 years because of their high standards to quality and service. They never miss a deadline and always ensure we get the best labels possible. I recommend them as a great local source to other Paso Robles wineries."



**Seth Kunin  
Kunin Wines  
Santa Maria, CA**



"We've trusted Vintage 99 Label with our wine labels for over 12 years and have always been impressed with their results. Not only do they get our labels done on time, their expert team makes sure that all of our labels are color matched from order to order and look their absolute best. We recommend Vintage 99 to all Central Coast wineries! "

## What Makes Us Unique



### Shortest Lead Times in the Industry

We continue to have the shortest lead times in the industry.



### Latest Print Tech

From high speed defect detection to Kodak NX plates, using only the newest technology is a priority at V99.



### Professional Label Design

We only use professional wine label designers to ensure your label and brand looks its best.



### Expert advice

All of our label reps have the label experience necessary to make your orders trouble-free.



### Advanced Finishing Options

Multiple Foil Colors, Highbuild Varnishes, Sculpted Embossing—we offer the largest range of options for your label.



### Our Clients Love Us

We've specialized in wine labels for over 20 years with hundreds of clients singing our praises.

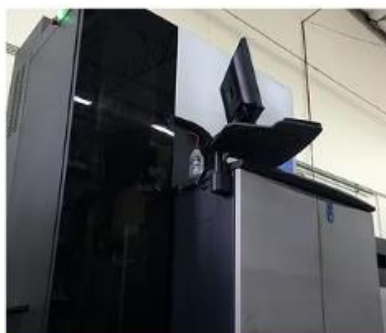
# PRINT TECHNOLOGY

## Print Technology

**A**lthough they have the same purpose, wine labels can be very different in terms of placement, artwork and specifications. Vintage 99 is able to meet the demanding requirements of all wineries by operating multiple types of printing and equipment across two manufacturing facilities in Livermore and Santa Rosa, CA. Our team of label experts is always ready to help recommend the right equipment for your label project.



Flexo Advantage



Digital Advantage



Waterless Advantage

High Press Speeds

Economical for long print runs

Best for metallic inks

Excellent color consistency

Low to no setup costs

No plate costs

Perfect print registration

Affordable for small print runs

Best for fine gradient detail

Vibrant color reproduction

Ideal for medium to large runs

No VOC's, environmentally friendly



# PRINT TECHNOLOGY

## AT HOME VS PROFESSIONAL PRINTING

What are the advantages of printing professionally instead of printing at home, especially for small wineries?

**1** here are several important advantages to printing professionally:

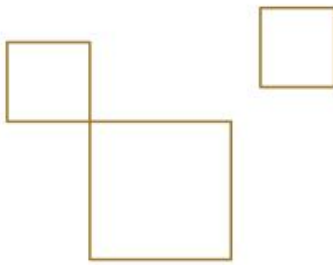
At home printing is done in sheets and the labels need to be applied by hand, instead of a commercial roll that can be applied with a special applicator. Applying labels by hand is not only cumbersome and time-consuming, it's also not the ideal quality. There is simply no way to achieve a uniform look for all the bottles in a lot by hand-applying the labels. In other words, the results will not look as professional and sophisticated with self-printing options.

Home printing options don't allow printing with different types of paper, so the client won't be able to do special label decoration finishes such as foil stamping, embossing, metallic inks. Samples are available upon request to see for those wondering what these options look like.

**3** There may also be alignment issues and waste of material with self-printing.







## PRINT TECHNOLOGY

### BEST QUALITY?

#### Which print method delivers the best quality?

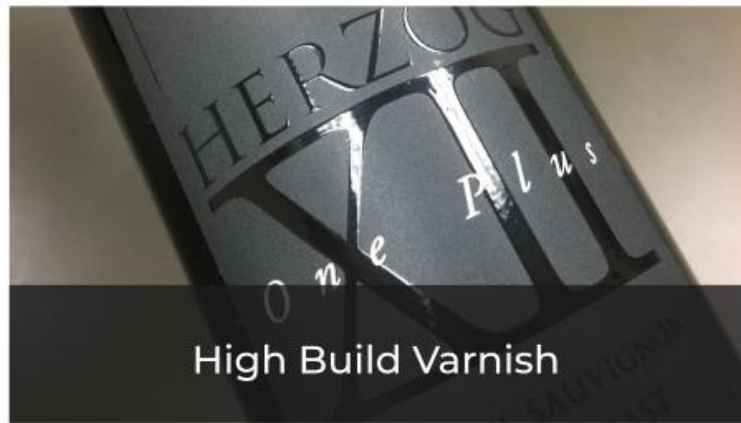
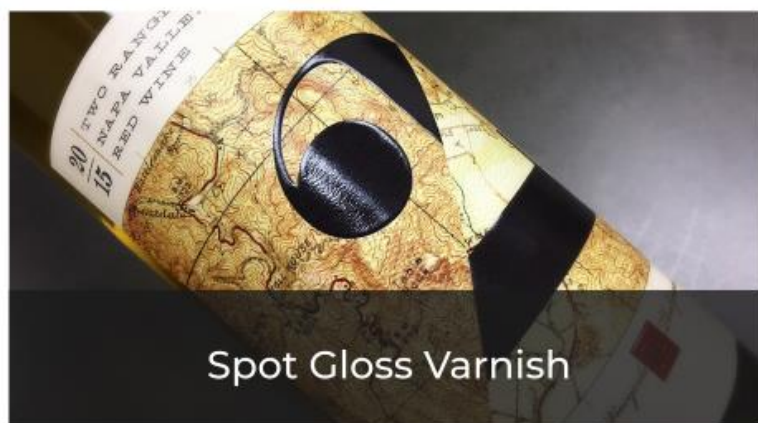
**F**lexo & Waterless Offset are usually best for high-end-looking labels (depending on how the artwork is built).

These require setup and plates, but Waterless Offset is viewed throughout the industry as a offering the finest print detail. Flexographic printing offers excellent label color consistency, and is ideal for working with metallic inks. If a client really wants a high end label, Vintage 99 may recommend Waterless Offset, if it will work well with their particular artwork. At Vintage 99, a label expert will study the label artwork and recommend the best printing option. Some artwork does better with Flexographic or Digital, but some can only be done as Offset. Waterless Offset provides vibrant color reproduction, and like flexographic printing, is most cost effective for print runs of 50,000 labels or more. Digital printing is an excellent option for print runs of less than 50,000 labels. There are no plate costs or press setup fees, and the resulting print is finely detailed even with intricate designs. With digital printing, clients can often achieve high quality printing with maximum cost effectieness. The great news is that Vintage 99 has all three technologies, and can do whichever is best for the artwork and the client's particular needs.

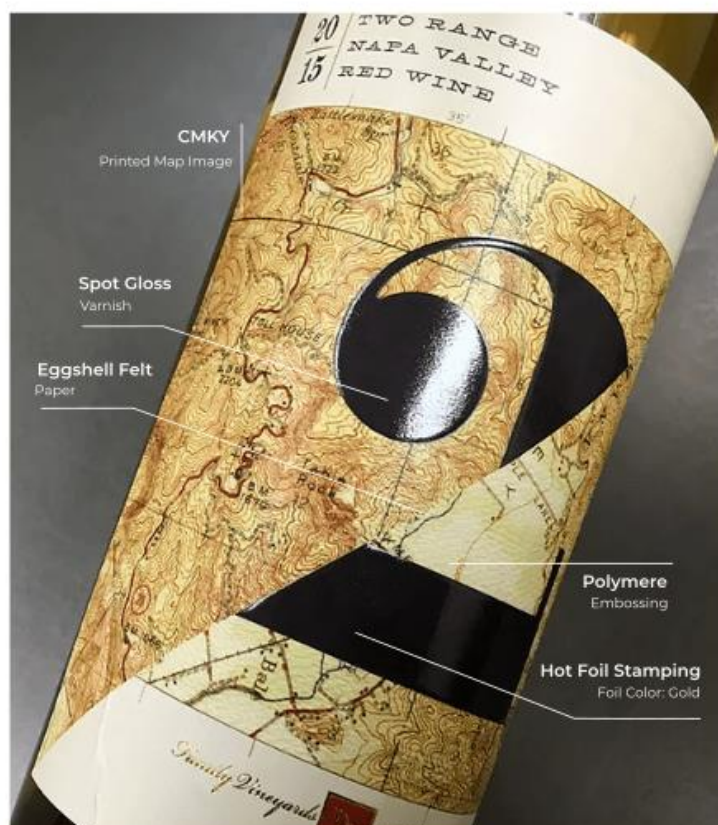


# LABEL DECORATION GUIDE

Choose one or more of our high quality label decoration options to make your package stand out. Shoppers are far more likely to pick up your bottle when tactile features such as embossing, foil stamping, highbuild varnishes, soft touch varnishes and textured papers are built into the label. Request samples at <https://www.vintage99.com/request-samples> to see how our list of options can **impact your label**.







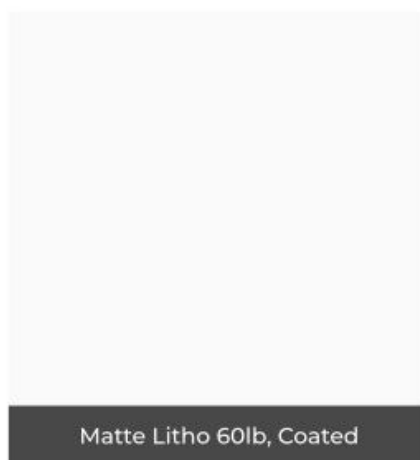


# LABEL DECORATION GUIDE

## Types of papers

Paper is the canvas of every label. Choosing the right paper or substrate is important to achieving the right look and feel with any label.

Uncoated papers like those listed below give great contrast to shiny finishing options like foil and gloss varnish while coated papers and smooth substrates like BOPP give excellent ink reflectivity and color saturation.



Contact us to discover  
**more options**

# LABEL DECORATION GUIDE

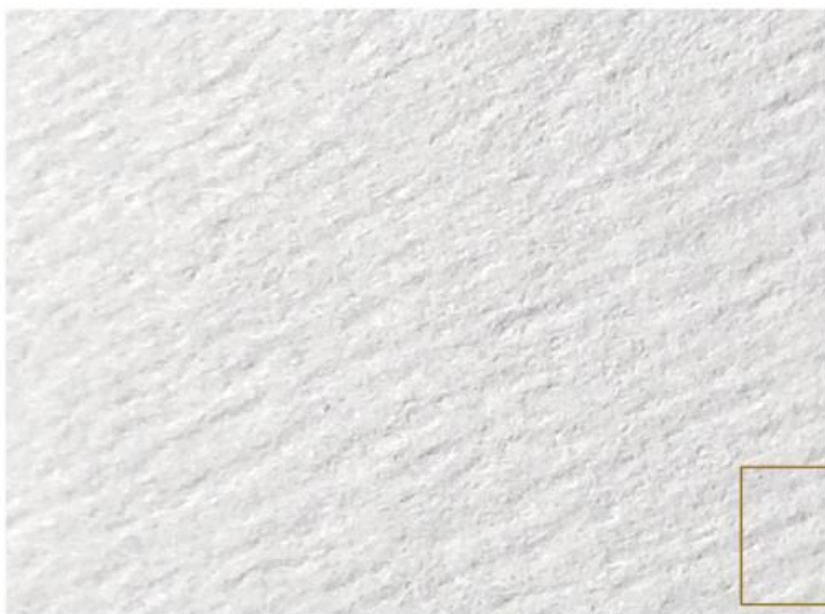
## Pristine Felt Paper

Pristine Felt was developed to be THE perfect label paper, and since its release it has quickly become Vintage 99's most popular option. At 80lb, it is one of the thickest uncoated papers on the market which gives great felt texture detail and feels upscale when touched.

This paper also excels at resisting moisture and wetness when put into an ice bucket or refrigerated so the label maintains its bright white color without getting gray when saturated with moisture.



Scan to **request**  
**samples** now



80# Pristine Felt Close Up



# PROJECT MANAGEMENT

## The Vintage 99 Process

Vintage 99 uses a 7-step process to ensure quality and efficiency for each label order. This streamlined system helps customers receive the highest quality labels quickly and easily. Here's how it works:



1

### Start With a Price Quote

The best place to start with a custom label project is to have Vintage 99's label experts prepare a label quote based on the choice of decoration options, available artwork, and the quantity of labels needed. Call to discuss a quote or use the Request for Quote Page to complete an online request. An account manager will be assigned to the project and contact the client to review all options and pricing in detail.

### Setup & Confirm Your Project

Once an estimate is completed and reviewed, an account manager will help the client setup an account if they haven't ordered with Vintage 99 before. They will provide an order confirmation that outlines all pricing, plates and tooling needed along with other important details for the client to review and approve.



2



3

### Review Label Proofs

After the order details are confirmed and approved, PDF proofs of the artwork are created to show how the label will look. These are the perfect tools for letting the rest of the client's team review the final design before production starts. Proofs show in detail which parts of the label have special finishing effects and where areas of texture will be.

### Approve Color

If a label project uses custom colors or has special elements that need to be verified, the account manager will schedule a press check so that someone from the client's team can see the label printed before we print the entire order. In some cases, a press proof will be used or Vintage 99 may ask for approval to match color on the client's behalf, also known as a press check waiver.



4



# PROJECT MANAGEMENT

## The Vintage 99 Process

5



**Production & QA** Prior to the label being printed, Vintage 99 Quality Assurance team verifies that all printed copy matches your approved proofs and that color approval has been received. Once printing begins, samples are taken at pre-determined intervals and kept for reference. The on-press defect inspection systems also scan every label and flag any defects to the QA team, allowing even a single label to be replaced if it is flagged to be out of spec.

### Your Order Is Shipped

Once printed and released from QA, the order is packed per the roll specifications needed and boxed for shipping. Vintage 99 uses a variety of freight carriers and also operates their own trucks for direct delivery.

6



7

### Ongoing Support



Just because the labels have shipped doesn't mean the job is done. The Sales Representative and Customer Service Rep are ready to offer any support needed while the Quality Assurance Manager and Bottling Specialist remain ready to help make every bottling and application a success.

### Ready to get started?

Vintage 99 representatives are always happy to answer questions, and schedule a free design consultation as needed.

# PROJECT MANAGEMENT

## Vintage 99 Lead Times

Is there an average lead time for labels already designed by the client?

**T**he average leadtime is 15 working days. Special orders of paper can extend the leadtime an additional two weeks. Vintage 99 can get a project done in as little as two weeks for urgent runs, because their lead times are some of the shortest in the business. This has really helped Vintage 99 weather the supply chain issues currently affecting the industry. However, a better time estimate for a particular project can be provided once your sales representative knows exactly what you need. Please contact Vintage 99 for a free consultation to determine how quickly your order can be processed.



What about labels where design services are required?

Most of our design packages featured on page 24 require an additional 4 weeks to complete the design and make the files ready for printing.

# PROJECT MANAGEMENT

## Vintage 99 Lead Times



What is the minimum amount of labels required to place an order?

The total minimum order size is 1000 labels, multiple label versions can make up this total.





# PROJECT MANAGEMENT

## Label Pricing Options

### Which printing option is more cost effective?

**I**t primarily depends on the size of the order. For orders less than 50,000 labels in total, digital is usually the lowest cost option since the time to setup the press is low and there are no printing plate costs. On orders 50,000 labels or more, Flexographic printing can be less cost than Digital printing since Flexographic reduces in cost over time once the press is setup and running. Therefore the larger the order is, the lower the label cost becomes. Waterless Offset is also good for larger runs of 100,000 and above for the same reasons as Flexographic printing.

Digital printing is typically less costly for orders of less than 50,000 labels.

### What if I'm still not sure or have questions about options?

Our label experts are happy to help answer your questions and recommend the best solutions for your specific project. We can walk you through the three different types of printing—digital, waterless offset, and flexographic—and explain why one might be a better choice for your specific project. There are also numerous decoration options, from foils to hot stamping, and we're happy to show you material samples. We'll help you determine what you need, how long it will take, and the expected cost so you can make an informed decision.



# PROJECT MANAGEMENT

## Label Pricing Options

### How We Manage Small Label Projects Without Sacrificing Your Label's Value

Whether you are a small winery doing a small batch of labels or a larger winery that has a special limited release, small label runs can, at times, be a costly expense. Therefore, wineries sometimes make sacrifices to their design to keep some of the cost down. However, before you decide to minimize the perceived value of your label, give Vintage 99 a call.

Our team of label experts are experienced at working one-on-one with wineries to ensure their brand's image is maintained, even on their smallest lots of labels. Whether your label is simple or contains complex elements like foil, embossing, or highbuild varnish, our team will work with you and your designer. Our goal is to reproduce your label using the latest in Digital print technology while maintaining the complexity and high-quality printing that your brand deserves.

#### Our Short Run Digital Program Offers:

Optimum print quality in 4-color process with the ability to match most Pantone colors.

A wide array of wine label facestocks, including our new Pristine Felt.

Hot-stamping – Whether it's fine detail or a large area of foil, our hot-stamping will provide your label with a look that can stand out on the shelf.

Embossing – We can provide a variety of different embossing techniques. To understand more about the embossing choices available, reach out to our sales team and they can walk you through it.

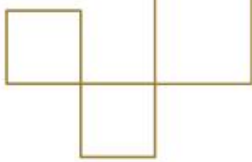
Special Varnishes – Want a tactile feel to your label? We can add a highbuild varnish, a textured varnish, or a combination of matte and gloss varnish to give your label some impact.

**Pictured on this page are just a few examples of what you can achieve on small lot production runs.**

Whether it's a small, unique project or something simple for which you have a limited budget, contact one of our label experts at **877-339-8899** or **info@vintage99.com**.







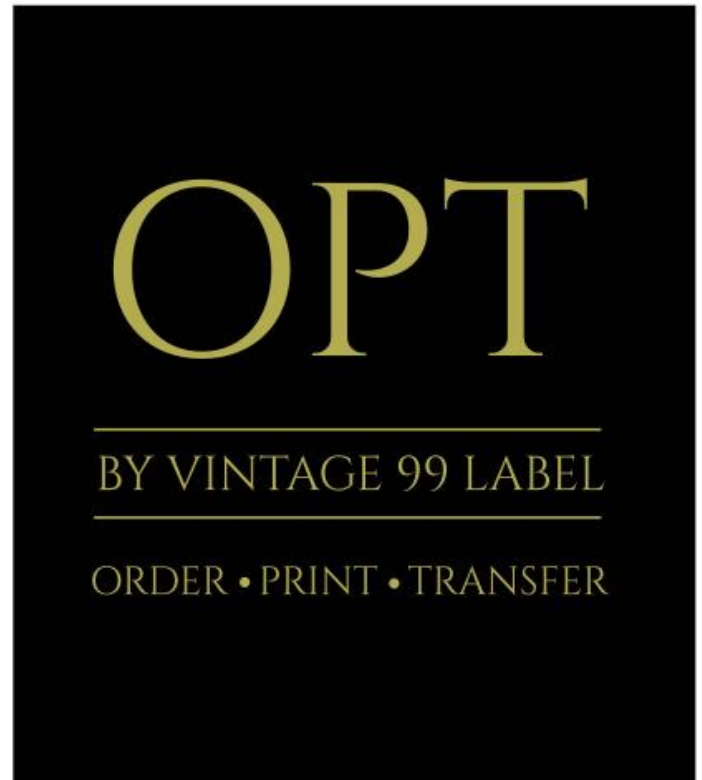
## PROJECT MANAGEMENT

### Order, Print, Transfer: A High-Efficiency Program for Wine Label Printing

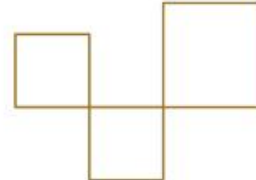
For customers who regularly print large orders of the same labels for their winery, Vintage 99's Order, Print, Transfer (OPT) system may provide cost and time savings. With OPT, orders are planned ahead, and the customer's artwork is proofed only once per year instead of many times per year and per every order. Vintage 99 manages the printing and storing of the labels, so all the customer needs to do is place one order per year and have labels ready and on hand throughout the year.

This highly efficient system results in shorter lead times, as well as reduced costs—on average, customers save 20-40% using OPT versus buying order by order. Additionally, there are no upfront costs. Customers are invoiced only when each order is released and shipped.

To learn more about whether OPT is right for your winery, please contact us for a free consultation.







# PROJECT MANAGEMENT

## Order, Print, Transfer: A High-Efficiency Program for Wine Label Printing

### Benefits of OPT:

Shorter Lead Times

No need to store large amounts of labels on site—Vintage 99 stores them

Costs reduced by 20-40%

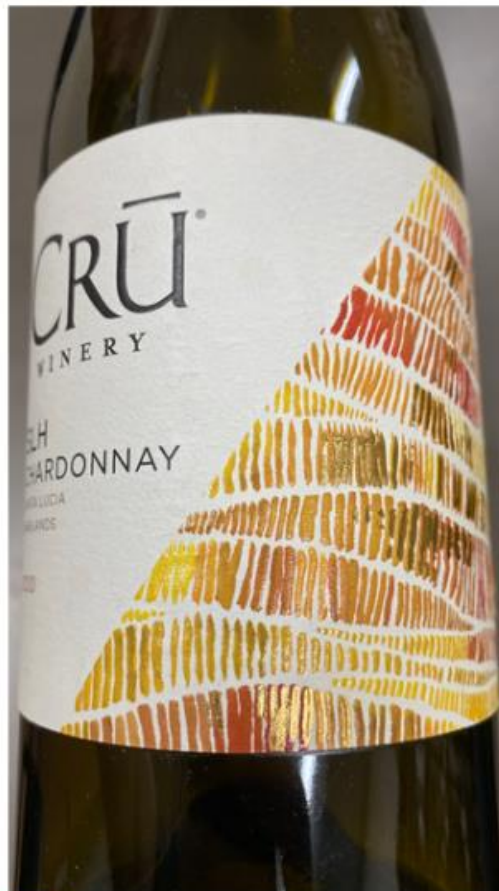
Perfect for large label orders

No upfront costs—customers are invoiced when each order ships



# LABEL DESIGN

As experienced printers and designers, Vintage 99 is able to recommend the best print technologies and label effects to make any design its best.



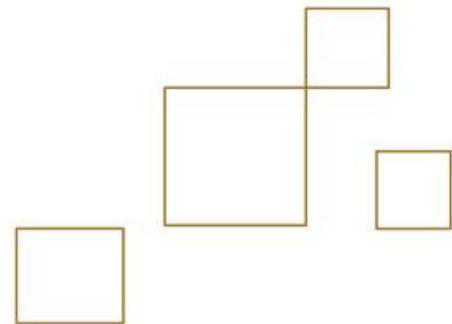


## LABEL DESIGN

## Project Examples



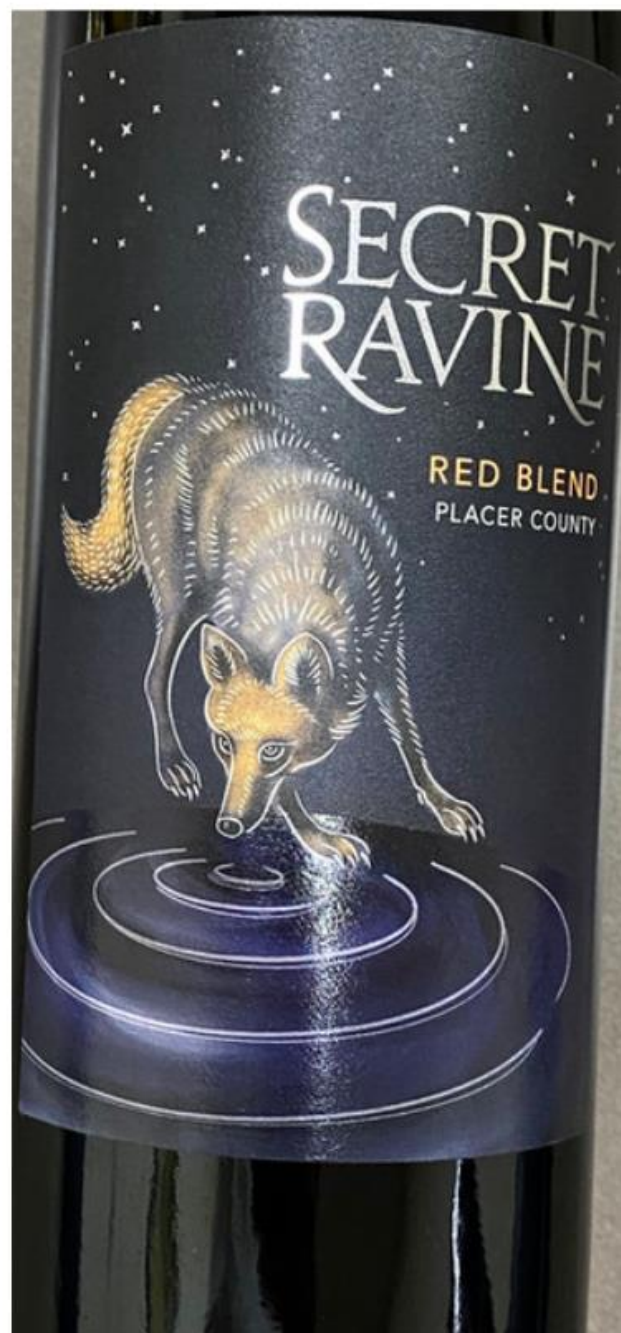
# LABEL DESIGN



## What services do you offer?

**W**e offer 3 types of design packages to meet the wide range of needs of our clients: **Basic Label Design**, **Custom Label Design** and **Full Brand Development**.

Small Brand, Premium Brand and Expanded. Each of these packages include development time to ensure your brand appeals to the correct market and include the necessary content needed to comply with TTB requirements. The Premium and Expanded packages provide more time when additional varietals or versions are needed and when custom typography and deeper story telling of your brand is important.





### SMALL BRAND PACKAGE

STARTING AT

**\$ 2,000**

This design package provides a streamlined process—from client meeting to design presentation to finished mechanicals—for launching your brand in its best light.

#### INCLUDES:

- Presentation of 2 or more custom design concepts.
- Up to 2 rounds of revisions of the preferred design.
- Back label design with government mandatories.
- Preparation of mechanical files for printing.
- Versioning for up to 2 varietals (type changes only).

*Additional services, such as name development, sizing for different bottles, and custom illustration to **be quoted if needed.***

### PREMIUM BRAND PACKAGE

STARTING AT

**\$ 3,000**

Tell us the vision you have for your brand and we will bring it to life! Using unique typography, imagery and finishing embellishments, we'll provide you with a variety of compelling label designs from which to choose.

#### INCLUDES:

- Presentation of 3 or more custom design concepts.
- Up to 3 rounds of revisions of the preferred design.
- Back label design with government mandatories.
- Preparation of mechanical files for printing.
- Versioning for up to 3 varietals (type changes only).

### EXPANDED PACKAGE

STARTING AT

**\$ 5,000**

When your product needs a strategy session, choose this package. We will work with you to develop a strong story and the graphics you need to make your brand enticing and memorable.

#### INCLUDES:

- Brand strategy session.
- Presentation of 5 or more custom design concepts.
- Up to 5 rounds of revisions of the preferred design.
- Development of romance copy for back label and client marketing.
- Back label design with government mandatories.
- Capsule design and mechanical.
- Preparation of mechanical files for printing.
- Versioning for up to 5 varietal (type changes only).

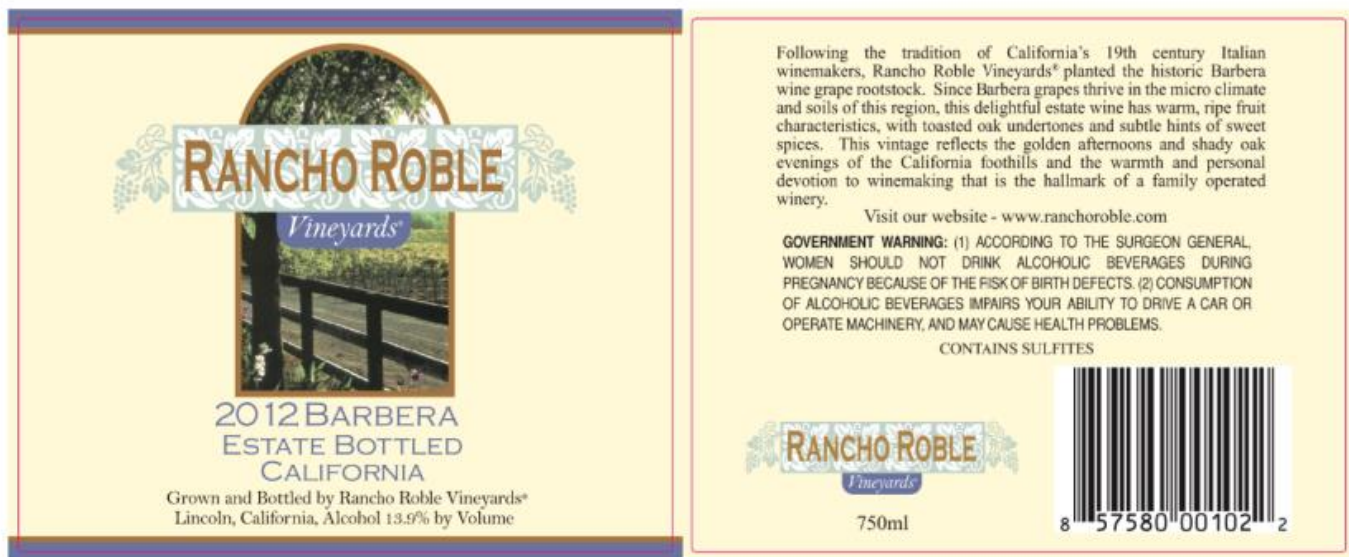
## Printing your label

Once you have a wine label design you're proud of, you may find that securing a printer is also a challenge. It's important to contract with a company you trust to deliver high-quality labels to carry out the design without cutting corners during production. At Vintage 99 Label, we help you through the process allowing alterations as needed and providing proofs to be sure your label comes out as desired.

# CASE STUDIES

## RANCHO ROBLE VINEYARDS

### Previous Label Design:



### VINTAGE 99 Label Designs – 1st chosen





# CASE STUDIES

## RANCHO ROBLE VINEYARDS

### Label Redesign



Sometimes a design refresh is all that is needed to regain the attention your wine deserves. Our label designers are familiar with the latest trends in wine marketing and can help update an existing label to align more with current trends and pricing tiers.

Rancho Roble Vineyards was in need of such a refresh and turned to Vintage 99 Label to understand the new direction of the winery and what design elements would improve the look and feel of the brand while telling the legacy story that needed to remain in place. Three different design options were presented following a conservative, moderate and bold approach. The final "moderate" design chosen by the client contained imagery and elements that aligned well with both the wineries past and where it was going. The final design was printed and has continued to gain new attention only attributable to the label's redesign.

# AWARDS AND MILESTONES



**JULY 2002**

Moved into new building at 611 Enterprise Court, Livermore.



**AUGUST 2003**

Waterless Offset Press Installed.



**JULY 2008**

HP Digital Press Installed.



**AUGUST 2008**

Omega Digicon Press Installed.



**JANUARY 2010**

3D Virtual Proofing Added



**MARCH 2010**

Vintage 99 Label opens new label company called Label Innovators to better service the food, product and beverage industries.



**APRIL 2010**

Kodak NX Flexcel Plate System Installed.



**OCTOBER 2012**

Solar power added to Livermore production facility.



**JULY 2012**

Printing Industries of America awards their Bennie award for overall best label printing.



**OCTOBER 2013**

New print facility opens in Santa Rosa, Ca.



**OCTOBER 2015**

Office Expansion into Napa, Ca.



**DECEMBER 2015**

The Wine Industry Network awards V99 their Innovation Award for IQ-dio Label System.



# AWARDS AND MILESTONES



**JAN 2015**

Vintage 99 launches iQ-dio to bring online interactive content to wine labels.



**APRIL 2015**

Printing Industries of America awards their Binnie award for overall best label printing.



**JUNE 2015**

New Heated Sculpted Emboss Station is installed.



**APRIL 2016**

HP 8800 Digital Press installed.



**JUNE 2016**

V99 wins a Grand Award for Digital Printing from the Visual Media Alliance.



**JUNE 2016**

2nd Waterless Offset Press Added to Santa Rosa Location.



**APRIL 2017**

The Flexographic Technical Association Awards V99 their gold award for best label printing on uncoated paper.



**MAY 2017**

Nipeter Flexographic Press installed.



**AUGUST 2017**

V99 wins a Grand Award for Label Design from the Visual Media Alliance.



**OCTOBER 2017**

V99 partners with WineCountryStrong.org to raise funds for survivors of the Northern & Southern Ca wildfires, [www.wcstrong.org](http://www.wcstrong.org).



**DECEMBER 2018**

Vintage 99 Label becomes ISO Certified. Approved by the ANAB in December of 2018, ISO 9001:2015 is awarded to manufacturing companies that demonstrate an ISO level System of Quality Management.



**NOVEMBER 2020**

Vintage 99 Label Expands into a Larger Production Facility in Santa Rosa, Ca.

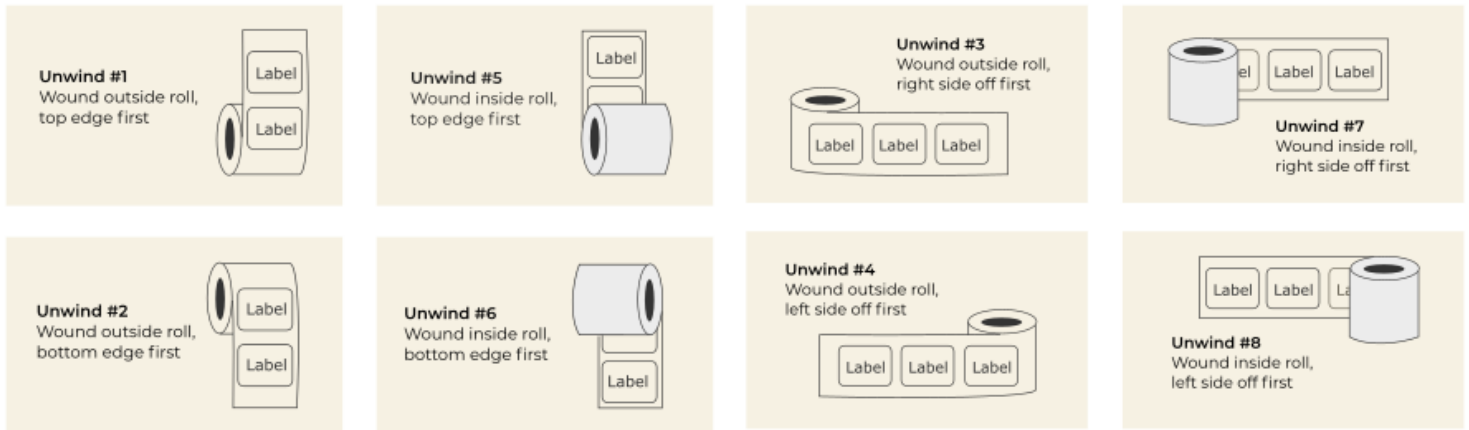


**MAY 2021**

Vintage 99 Label adds Additional HP Digital Press to Santa Rosa, Ca Facility.

# REFERENCE

## Unwind Directions



## Sets versus Separates

### Sets:

Front and Back labels are alternating, on the same roll



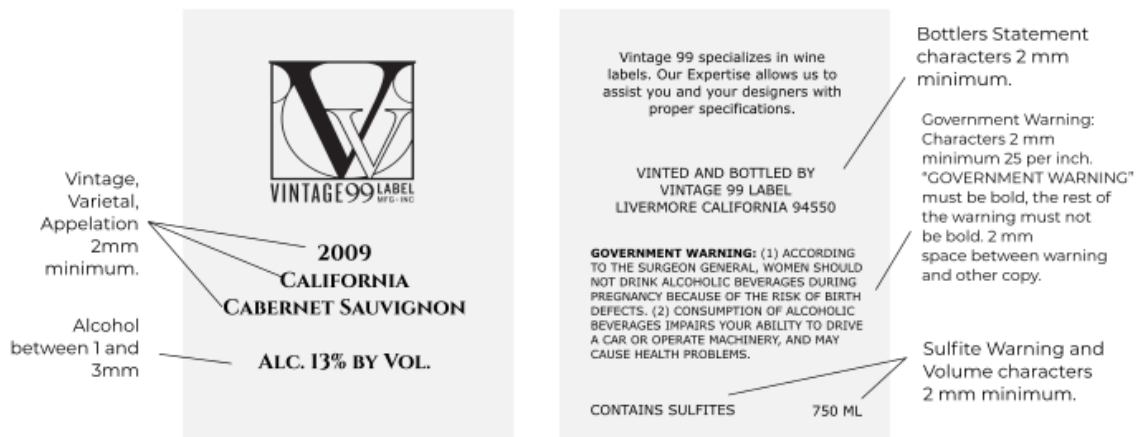
### Separates:

Front labels are on one roll.

Back labels are on a separate roll.

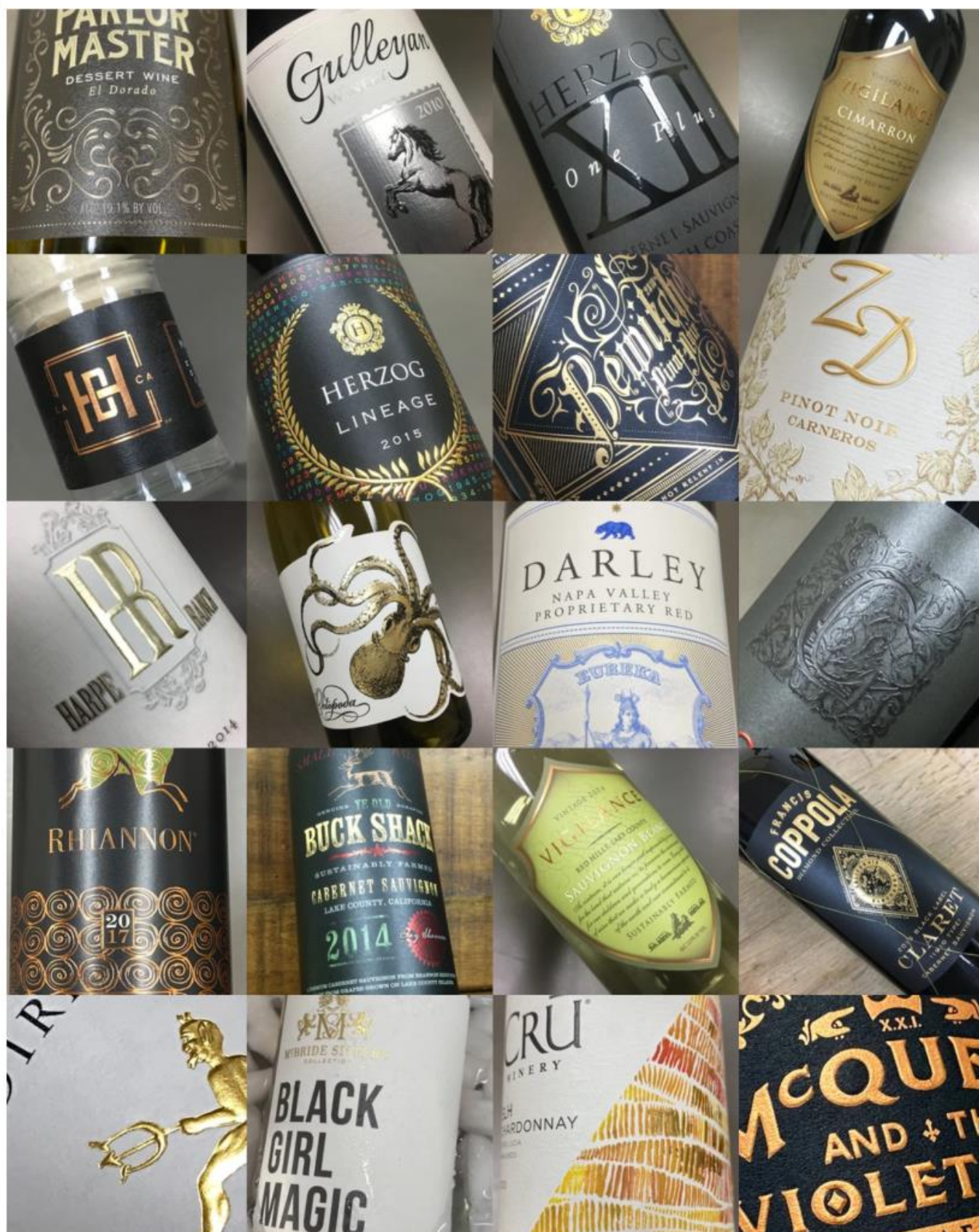


## Size requirements for 750 ml sized bottles





# REFERENCE





VINTAGE99 LABEL  
MFG · INC



611 Enterprise Court  
Livermore, CA

5341 Skylane Blvd  
Santa Rosa, CA



925-294-5270

707-978-3007



[www.vintage99.com](http://www.vintage99.com)

