

Innovative Labels for Wine & Spirits

January 22, 2020



*Bottle 1 – 30% Recycled Content Stock Paper displaying 5 Pantone Color
Bottles 2, 3, and 4 - Embossing & Hot Stamp*

Great Lakes Label

Complete Labeling & Automation Solutions

COMSTOCK PARK, MI – Jan. 22, 2020 - Great Lakes Label uses digital and flexographic presses, along with state-of-the-art printing technologies to create all of their labels. Some technology that we often see used on wine and spirits labels includes cold and hot stamp (using foils & dies), soft-touch, motion-coat, embossing, tactile coating and more! Along with the use of these different techniques to create eye-catching labels, the stock it's printed on plays a large part on the outcome of the label too. An array of different stocks

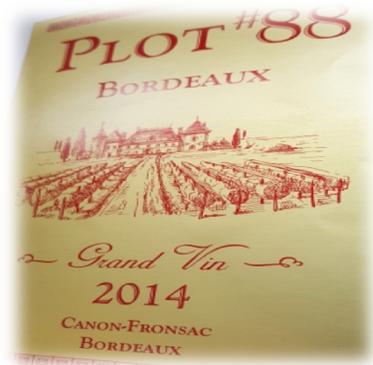
can be chosen such as – metallic, clear film, recycled, or regular wine stock, just to name a few.



Clear Film



30% Recycled Content Stock



Metallic Stock

Great Lakes Label uses UV and/or water-based inks with up to 14 color printing capability, providing you with eye-catching dynamic colors and crisp, sharp artwork. Because of their top-of-the-line color management processes, GLL is a Graphic Measures International (GMI) Certified Print Facility, assuring customers that colors will stay true and consistent.

Looking to stand out from the crowd?

Try adding a tactile coating on your label, like the tentacles in this Chardonnay label below. It gives the label a raised 3D effect to the bare eye and a texture in touch.

Great Lakes Label stays up to date on the market trends, and continues to seek out the newest innovations, whether that be in equipment, label design, or technology - they strive to stay relevant and ahead of the game. With in-house departments in R&D, Art, and Quality Assurance, they ensure that your labels will be printed at the highest quality, with the best technology.



Example of Tactile Coating and Hot Stamp printed by a Mark Andy P5 on Wine Stock.

When asked about wine labels that were created for [Château Gaby](#) in France, Todd Staskiewicz, VP of Sales & Marketing at Great Lakes Label smiles proudly and says,

“Since 1669, they’ve been out there making wine, and they have our label on them.” Great Lakes Label created four different Château wine labels in the recent years, each trying out and showcasing some of the best techniques there are to offer.

For two different bottles for Château Gaby, Great Lakes Label used a brand-new technique that no other label has on it yet. It’s a combination of techniques that creates an elegant look and definitely adds class to the wine bottle itself.



Embossing



The New Techique:



Embossing with Hot Stamp foil over it

“I’m not aware of anyone who’s done what we’ve done. To emboss and then foil,” Staskiewicz says as he looks at the bottles of [Château Gaby](#), one being over \$200, while the other is more affordable.

Great Lakes Label also takes pride in combining other techniques to create unique labels for all. Another great example is with one of their spirits labels, Don Anselmo Tequila. Embossing, foiling, tactile coating, and a wine stock were all used to create this intricate label that displays texture and shine that grabs one’s eye when picking out the perfect bottle of tequila.



*Don Anselmo Title – Embossing & Hot Stamp with Mirafiol
Face Stamp – Tactile Coating
Stock – Wine Stock*



Take a Closer Look!

To check out more labels produced by Great Lakes Label, see their gallery [here](#).