

## WINE LABEL 101

*“There is no one perfect way to create a label; everyone must find the process that works best for them”*

1. **WHY:** Why do you want to label your wine bottle?
  - a. I don't want to label my wine (STOP HERE)
  - b. Sharing wine with others at winemakers' meetings or dinner parties
  - c. Want to feel like a commercial winery
  - d. Enter label competitions
  - e. Want to brand your wine for future commercialization
  - f. Other
2. **MONEY:** How much do you want to pay for a label?
  - a. Nothing to Minimal (See APPENDIX A)
  - b. Money no object (See APPENDIX B)
  - c. Willing to spend some money (See APPENDIX C to APPENDIX F)
3. **COMPUTER SAVVY:** Are you intuitive around a computer?
  - a. If NO, see APPENDIX A or APPENDIX B
  - b. If YES, are you a problem solver who has patience and the time to solve technical issues with software?
    - i. If NO, see APPENDIX A or APPENDIX B
    - ii. If YES, see APPENDIX C to APPENDIX F
4. **LABEL SOFTWARE** (see APPENDIX C – Right Column)
  - a. Software comparison for Maestro, Avery and Print Shop
  - b. Other selections available that are not addressed in this paper
  - c. Purchase considerations for whatever software you choose:
    - i. Be sure it has a large selection of free clip art and/or it can import clip art from other software.
    - ii. If you are going to have someone else print your label, be sure the software saves your work into a file that FedEx or UPS or another printer can handle
      - a. Ask ahead of time about the label format they can handle – jpg or pdf or something else.
      - b. For example, *Print Shop* creates a label as (\*.lbl) file, which FedEx couldn't handle, at least a couple of years ago. But you can export the label in the following formats (\*.jpg), (\*.pmo), (\*.bmp), (\*.png), (\*.gif), (\*.pcx), (\*.tif), or (\*.wmf). Don't know which, if any of these, would work for FedEx or UPS or another printer.
      - c. For example, *Maestro* can save your label as (\*.pdf).
5. **DESIGN** (see APPENDIX C – Right Column)
  - a. Pay someone to design it for you
  - b. Design it yourself in a Label Program by using:
    - i. Clip Art in Label Design Program
    - ii. Your own photographs in the Label Design Program – import a jpg
    - iii. Scanning your original art into the computer & importing it into the Label Design Program
    - iv. Other creative ways
6. **LABEL STOCK** (see APPENDIX C – Left Column and also APPENDIX D to APPENDIX F )
  - a. My greatest discovery at the Monterey Winemaker Conference was **weatherproof labels**.
  - b. First looked at Avery....limited to laser printer as far as I can tell so I bought a laser printer \$\$\$
  - c. Then discovered [www.onlinelabels.com](http://www.onlinelabels.com) and found that I didn't have to buy the laser printer ☺☺☺
  - d. Advantage of *onlinelabels* is that you can order free samples by calling the 800 number on their web page...so check out the list on the next page and their website to see what you'd like to try. Ask for at least 3 samples of each type.
  - e. Removable after use. (Bench test by Rex)
7. **PRINTING LABELS** with Your Design (goal is not to have to cut them out by hand)
  - a. If you don't want to hassle printing your own, see APPENDIX B about FedEx, UPS, or others.
  - b. If you are going to print your own labels, remember that printers vary in how they handle the weatherproof label stock, printing margin limits, centering on the label, filling the design to the edge of the label, etc... Takes experimenting to find right parameters. I have 1 laser printer and 2 inkjet printers (Epson and HP). Epson has Claria ink—does not run when wet. Laser ink doesn't run. (Hint: if you don't want to worry about adjusting printers for specific label sizes, use a full sheet of weatherproof label stock and cut out by hand. It may be little difficult to start peeling the label from the backing as there are no back slits.) NOTE: CANON PRINTER INK MAY ALSO BE WATERPROOF. WAITING FOR CONFIRMATION.

**APPENDIX A  
NON-PRINTED LABELS**

Masking tape	Blue Painters Tape	Avery label with handwritten information
Metallic marking pens (gold & silver)	Top of cork with marking pen	Etched glass with an electric engraver

**APPENDIX B  
PRINTED LABELS - COMMERCIAL**

<b>NOONTIME LABELS:</b> <a href="http://www.noontimelabels.com">www.noontimelabels.com</a> (and other companies like this...see ads in Winemaker Magazine) PROS: stock designs or will design to your specifications, professional looking      CONS: expensive & can't print on demand
<b>FedEx/Kinko:</b> will print on label stock <u>that you provide</u> . Need to call to find out what design programs are compatible with their print program. A winemaker at Monterey conference said print cost was about 8 cents a label. May depend on quantity ordered & paper type?
<b>SACRAMENTO ON-LINE LABELS:</b> A MEMBER SHARED THAT HE ORDERS WATERPROOF, REUSABLE LABELS FROM AN ONLINE COMPANY LOCATED IN SACRAMENTO. AS SOON AS WE HAVE THE NAME, WE WILL POST IT HERE.

**APPENDIX C  
PRINTED LABELS – COMMERCIAL WHEN YOU DESIGN LABEL AND NON-COMMERCIAL**

Label Stock	Label Software
<a href="http://www.onlinelabels.com">www.onlinelabels.com</a> <b>PROS:</b> offers <i>any size label you can imagine</i> , list matches to Avery labels when available, list stock numbers to match their Maestro Label Designer; matte, gloss, and weatherproof labels for laser and ink jet printers. Average cost is 14 cents - 26 cents a label for 100 sheets, deeper discounts with larger volumes. Free customer support during the week. CAN ORDER FREE SAMPLES – SEE WEBPAGE. RECOMMEND AS PRINTER SPECS CAN VARY	<b>Maestro Label Designer</b> (associated with <a href="http://www.onlinelabels.com">www.onlinelabels.com</a> and free access to software with a label order – based on amount ordered) <a href="http://www.onlinelabels.com/maestro-label-design-software.htm">http://www.onlinelabels.com/maestro-label-design-software.htm</a> <b>PROS:</b> user friendly, free after ordering label stock, can download jpgs, labels stored on their site, offers a bleed selection to fill to the edge of the label, 11,700 free clip art choices, can make adjustments to print centered on label (takes some work). <b>CONS:</b> Can't print only 1 or 2 labels, must print same label on whole sheet <b>NOTE:</b> Email <a href="mailto:barbara@barbarabentley.net">barbara@barbarabentley.net</a> if you want a step-by-step process to create a label in Maestro. Also posted on website
Avery Labels <a href="http://www.avery.com/avery/en_us/Products/Labels">http://www.avery.com/avery/en_us/Products/Labels</a> <b>PROS:</b> available from brick-and-mortar stores like Staples, less expensive from internet sites <b>CONS:</b> no waterproof labels for ink jet printer – only laser printer	<b>Avery Design and Print Online</b> <a href="http://www.avery.com/avery/en_us/Templates-%26-Software">http://www.avery.com/avery/en_us/Templates-%26-Software</a> <b>PROS:</b> no download required, designed for Avery labels, choose from thousands of professionally designed templates <b>CONS:</b> must pay for any clip art used, difficult to adjust printer to print exactly on the label
Not aware of any other label production companies.	<b>Print Shop by Broderbund</b> – offers four levels of software <a href="http://www.broderbund.com/c-31-the-print-shop.aspx?utm_source=bing&amp;utm_medium=cpc&amp;utm_campaign=printshop">http://www.broderbund.com/c-31-the-print-shop.aspx?utm_source=bing&amp;utm_medium=cpc&amp;utm_campaign=printshop</a> <b>PROS:</b> Works with Avery labels, easy to use, can import photographs. Can print one or more labels at a time. <b>CONS:</b> Newer versions do not offer as many free Clip Art selections. <i>Does not offer a bleed selection to utilize the full label for 4" x 3.33" label.</i>

*Appendices D – G are on the following pages*

**APPENDIX D**

**AVERY LABELS**

**LASER PRINTERS (Didn't find any for INKJET): Weatherproof**

5526	5.5" x 8.5"	2 labels/sheet. Selecting Avery 8768 in Print Shop will allow you to print off 4 labels, 2 on each label. Finished label is smaller than actual label. Hand cut the labels. Problem is there are no breaks in back for easy removal.
5524	3 1/3" x 4"	6 labels/sheet. If a label program allows one to select a bleed for the edge, the whole label will be covered and no need to use scissors. If it doesn't, you will have to use a pair of scissors or have an irregular white edge.

**APPENDIX E**

**[WWW.ONLINELABELS.COM](http://WWW.ONLINELABELS.COM)**

**LASER PRINTERS: Weatherproof Polyester in Gloss Only**

Online #	Avery Size #	Size	Labels/sheet		Maestro	Print Shop
OL150LP	5524	4" x 3.33"	6	Gloss only	Yes	Yes
OL162LP	8786	3.75" x 4.75"	4	Gloss only	Yes	Yes
OL475LP	none	4" x 5"	4	Gloss only	Yes	No
OL177LP	Print any size label & cut out	11" x 8.5"		Gloss only	Yes	Yes
OL1497LP	none	Bottle Neck	12	Gloss only	Yes	No

**APPENDIX F**

**[WWW.ONLINELABELS.COM](http://WWW.ONLINELABELS.COM)**

**INKJET PRINTERS: Weatherproof in Matte or Gloss**

Online #	Avery Size #	Size	Labels/sheet		Maestro	Print Shop
OL150WJ	5524, 5154, 5264, 5734, 6464, 8164, 8464	4" x 3.33"	6	Matte	Yes	Yes
OL162WJ	8786	3.75" x 4.75"	4	Matte	Yes	Yes
OL475WJ	none	4" x 5"	4	Matte	Yes	Yes
OL177WJ	Print any size label & cut out	11" x 8.5"	1	Matte	Yes	Yes
OL1497WJ	none	Bottle Neck	12	Matte	Yes	Yes
OL150WI	5524	4" x 3.33"	6	Gloss	Yes	Yes
OL162WI	8768	3.75" x 4.75"	4	Gloss	Yes	Yes
OL475WI	none	4" x 5"	4	Gloss	Yes	No
OL177WI	Print any size label & cut out	11" x 8.5"	1	Gloss	Yes	Yes
OL1497WI	none	Bottle Neck	12	Gloss	Yes	No

*Appendix G is on the following page*

**APPENDIX G**  
**SURVEY RESULTS**

Ten members responded to the label survey in September 2013

<p>1. How do you label your wine bottles?</p> <ul style="list-style-type: none"> <li>a. (0) Avery label or other label with handwriting</li> <li>b. (5) Design yourself and print at home</li> <li>c. (1) Design yourself at home &amp; professionally printed</li> <li>d. (1) No label</li> <li>e. (2) Gold or silver pen or Sharpie</li> <li>f. (0) Masking tape</li> <li>g. (0) Professionally designed and printed</li> <li>h. (1) Did rough draft, then professionally finished &amp; printed</li> </ul>	<p>2. If you use a professional designer and/or professional printing service, please share and include location.</p> <ul style="list-style-type: none"> <li>a. (1) Worked with Office Depot to design the label</li> <li>b. (1) Printed at Office Depot or Staples</li> </ul>
<p>3. If you design your own label, what software do you use?</p> <ul style="list-style-type: none"> <li>a. (1) Microsoft Word's label feature as an Avery shipping label</li> <li>b. (1) MS Publisher plus Photoshop</li> <li>c. (1) Maestro from <a href="http://www.onlinelabels.com">www.onlinelabels.com</a></li> <li>d. (1) Adobe Illustrator and Photoshop</li> <li>e. (1) Print Shop</li> </ul>	<p>4. If you print your own label, what paper stock do you use?</p> <ul style="list-style-type: none"> <li>a. (1) #24 Southworth ivory fine parchment paper from Office Depot</li> <li>b. (1) Just a little thicker paper stock</li> <li>c. (1) Gold Avery 8987 return address label (3/4" x 2.25")</li> <li>d. (1) Used Pastit white 4x5 note, but hard to find</li> <li>e. (1) Avery labels and label stock from <a href="http://www.onlinelabels.com">www.onlinelabels.com</a></li> </ul>
<p>5. What is your average cost per label?</p> <ul style="list-style-type: none"> <li>f. (1) Unknown</li> <li>g. (1) 20 cents</li> <li>h. (1) 35 cents</li> <li>i. (1) Online Labels: Weatherproof (4" x 5") 14¢ for matte, 25¢ for gloss, plus cost of ink</li> <li>j. (1) Online Labels: Weatherproof (3 3/4" x 4 3/4") - 15¢ for matte, 25¢ for gloss, plus cost of ink</li> <li>k. (1) Online Labels: Weatherproof (4" x 3.33") - 10¢ for matte, 17¢ for gloss, plus cost of ink</li> <li>l. (1) 42¢ per label for about 250 labels per year, price decreases if more are ordered</li> </ul>	<p>6. Do you have any label tips you'd like to share in the survey report?</p> <ul style="list-style-type: none"> <li>a. Try &amp; find waterproof printer ink</li> <li>b. Try &amp; find waterproof label stock</li> <li>c. Attach labels with a student glue stick</li> <li>d. Always put your silver base label in the middle to cover Sharpie writing</li> <li>e. Use weatherproof label stock from Avery (for laser printers only)</li> <li>f. Use weatherproof label stock from <a href="http://www.onlinelabels.com">www.onlinelabels.com</a> in various sizes for laser and ink jet printers</li> <li>g. Look at <a href="http://www.onlinelabels.com">www.onlinelabels.com</a>, find the size and finish you'd like to try, then call the 800 number to order free samples.</li> <li>h. Buy an Epson printer with Claria ink so the ink doesn't run</li> <li>i. Have SHW ask Avery to make the label stock we want</li> <li>j. No tips, other than we're new at this</li> <li>k. Use the same design and only change the year, varietal and name of wine</li> <li>l. I enjoy sharing our wine and feel the label makes it a bit more special</li> </ul>

*Created: September 2013 by Barbara Bentley.*

*To add your valued information, please contact Barbara at [barbara@barbarabentley.net](mailto:barbara@barbarabentley.net).*