

Special wines ask for special labels

Yorkshire Heart Vineyard – a modern vineyard uses modern solutions for its wine label production



AP362e Label Applicator – applies labels automatically to round/cylindrical containers when the foot pedal is pressed.



The first bottles of wine. The labels are printed with the LX900e Color Label Printer and applied with the AP362e Label Applicator.

Just outside Nun Monkton between York and Harrogate, UK, lays the seven acre vineyard of Chris Spakouskas and his wife Gillian. They didn't become winegrowers the normal way. Originally, they owned a farm and produced milk locally. But Mrs Spakouskas always made homemade wine out of a variety of fruits. That led into growing grapes to produce their very own wine. Now they have 14 varieties of black and white grapes. Seventy percent of them are Solaris, Rondo, Seyval Blanc and Pinot Noir – less known vines that have been especially bred to grow in a cooler climate. Additionally, well known grapes are also grown.

The first vines were planted in 2006 and more have been added each year. The oldest plants were cropped in October 2009 and in May 2010 they filled about 2000 bottles of the very first wine.

KEEPING IT SPECIAL

Such special wines needs special labels, which are also cost effective. The printed quality and appearance of wine labels are extremely important. Providing a professional appearance on packages can easily make the difference between a wine selling well or simply sitting on the shelf. The quality of the wine needs to be reflected by the used labels. But finding a cost-effective and convenient way to produce high quality, full colour labels has not been easy.

In the past, short run labels were bought from external label manufactures. But not only did the company have to order large numbers well in advance, those labels are also very expensive. Then, Mr Spakouskas came across the LX900e Color Label Printer from Primera Technology.

FINDING THE SOLUTION

Primera Technology Inc is based in the USA and looks back at 33 years of designing and manufacturing speciality colour printers. Over a million printers have been built and sold in more than 157 countries. It has successfully developed short to medium run solutions using both colour inkjet and colour laser technologies.

For many years now, Primera Technology Europe, the EMEA office located in Wiesbaden, Germany, has attended the London International Wine Fair. In 2010, Mr Spakouskas attended that show and found what he was looking for: a label printer that produces full colour labels rapidly, on-demand and cost effectively.

The LX900e incorporates the most advanced inkjet technology offered in a desktop label printer and delivers razor sharp text, graphics and photo-realistic printing at up to 4800 dpi print resolution in up to 16.7 million colours.

It has extremely fast print speeds – up to 4.5" per second and has separate ink cartridges for cyan, magenta, yellow and black; saving money on every printed label but especially when a design uses more of one colour than another.

The LX900e prints onto many different inkjet qualified label and tag materials in all kinds of shapes and sizes, including white and clear polyester and white BOPP material. Printed labels are highly water, scratch, smudge and tear resistant.

'Of course I looked for other solutions but after I had seen and realised how simple the LX900e is to use, I knew it was perfect for us,' explained Mr Spakouskas. 'The Primera LX900e is a superb printer. I can honestly say that the print quality is first class and your only limit to label design is your imagination. I also strongly recommend the Primera AP362e Label Applicator to go along with the printer.'

The AP362e is a semi-automatic labelling solution for cylindrical containers as well as many tapered containers, including bottles, cans, jars and tubes. The AP-Series applies labels at speeds of up to 1200 per hour. Labels are perfectly applied without wrinkles. The applicators can also apply roll fed, pressure sensitive labels produced by most other flexographic, offset and digital presses. There are two models available: AP360e is the base model. It applies single labels at a time; AP362e is an advanced model applying one or two different labels to a single container. The Spakouskas can put in up to 50 hours a week at the vineyard on top of their normal milk round. The new machines help the company to remain efficient and productive. ■



The LX900e Color Label Printer – fast colour labels easily and efficiently.