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PRESS RELEASE

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Shady Lane Wine Label Wins Award

Hamilton, OH October 15, 2009 – The Shady Lane Cellars label was recently recognized in HP Indigo's third Digital Label and Packaging Competition which awards printers from around the world for their commitment to excellence and innovation in digital printing.

The wine label was submitted for consideration by Innovative Labeling Solutions in conjunction with their representative from Imprint Enterprises. The international competition awarded winners in the following product categories: wine, household, industrial, food, alcoholic beverages, nutraceutical, and pharmaceutical. More than 270 entries were submitted in total. The announcement was made at an international tradeshow in Brussels at the end of September.



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The Shady Lane Winery Label was awarded third place in the wine category. The judge's panel consisted of independent industry experts who evaluated the entries based on the overall execution of label production including print quality, design challenges, and the business case for a digital printing solution.

Shady Lane Cellars winemaker and operations manager, Adam Satchwell, wanted a premium wine label to better reflect the century-old heritage of their winery and tasting room nestled in the Leelanau Peninsula of Michigan, an area known for its great fall colors and deliciously vibrant wines.

The award-winning label is printed on a textured stock and features a beautiful artist's rendering of the property, complete with a copper hot stamp overlaying an emboss on the tasting room roofline and tree leaves.

“This label truly demonstrates how, when used effectively, graphics and print quality can convey the unique personality of the wine inside,” said Kathy Popovich, director of marketing and communications, Innovative Labeling Solutions. “There is no doubt in the consumer's mind that this is a premium product.”



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“Initially Satchwell voiced concerns to our Imprint representative on transitioning their label production from offset to digital printing. But he was soon wowed by the final outcome. In fact the graphics and finishing treatments turned out richer and more vivid than before,” Popovich continued. “We are proud to have delivered a label worthy of this level of international recognition.”

Innovative Labeling Solutions along with Imprint Enterprises are digital packaging specialists, consulting with and producing wine labels of exceptional quality to the wine industry.

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SHADY LANE
CELLARS

2008

SEMI-DRY RIESLING