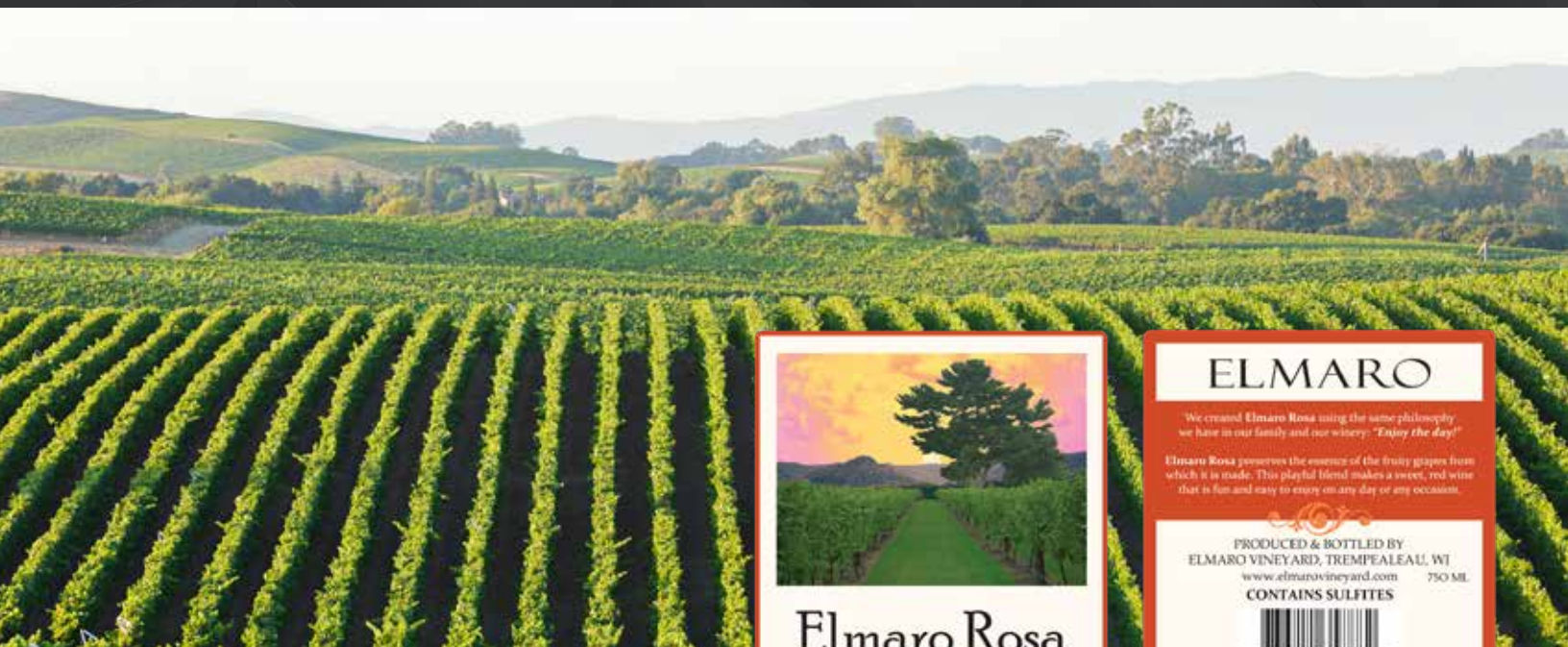


Single Source for Labels and Marketing Needs



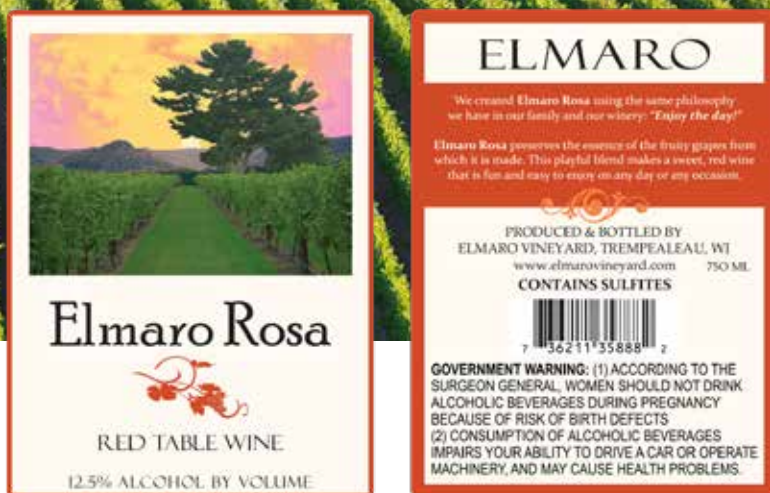
Situation

Since it was founded in 2006, Elmaro Vineyard had grown steadily due to strong retail sales efforts and the recent opening of an on-site tasting room and retail store. Growth, it seemed, was not an issue. The durability of the wine's labels, however, was of great concern. The "face of the winery," labels are a key industry marketing tool. Elmaro was concerned because its labels scratched easily, marring the visual impact of the wine's presentation. The owners sought a durable and appealing label that would help their bottles stand out from the crowd.

Solution

Leveraging decades of label expertise, Taylor Communications created a high quality label at a reasonable cost. The new solution included:

- Adding a scratch-resistant overall matte varnish to enhance the label's durability
- Highlighting the label's white pine tree logo with a spot gloss varnish to add dimension and enhance shelf appeal



- On-site testing to confirm compatibility with the customer's labeling equipment
- Suggestions about other ways Taylor Communications could help the customer market to its growing consumer base

Benefits

The customer was pleased with the new labels which were sturdy yet attractively showcased the winery's bottles. Elmaro is still firmly in expansion mode and is taking advantage of Taylor's full-service marketing solution to provide logoed items for its retail store, including wine bags, wine glasses, clothing and more. Future collaboration will include additional marketing tools such as direct mail, brochures and posters.