

Labeling Success at Ross Estate Wines



Ross Estate Wines, a winery situated in the small town of Lyndoch in the Barossa Valley of South Australia, has recently seen the success of using Datamax I-Class printers in their wine bottle labeling application.

A large percentage of the Ross Estate Wines are produced for the export market with every country having different label regulations and requirements. Wineries generally label both the front and back of the wine bottles. Compliance information is usually printed on the back label, so that only this label needs to be changed when exporting to a large number of countries. Since every country has different labeling requirements, it becomes very difficult to develop a pre-printed generic label that can be utilized by the entire export market.

The front labels of the Ross Estate Wines are all pre-printed, colored, foiled labels that can be used generically by the Australian and overseas markets. The back labels, however, are very difficult to custom print due to the varied product ID and bar code requirements.

Ross Estate was in need of a company that could provide them with a bar code printing solution allowing them to overprint country-related product identification and bar codes on the back of pre-printed labels. They identified that the list of variable information is endless, with overprinted

information varying from bar codes to shipping codes to health warnings.

Ross Estate contacted Dy-Mark, an authorized Datamax reseller located in Queensland, Australia, for assistance. Dy-Mark designed and manufactured two standard base designs for the back labels, with a square omitted to allow for overprinting of bar codes. Ross Estate identified that they would be printing the bar code and export data on approximately 150,000 labels per season.

Dy-Mark suggested the Datamax I-4208 printer to print the required data on the pre-printed labels, as well as a Datamax Rewinder to rewind the labels for later use in an applicator that would apply the labels to the wine bottles during production.



According to Gary Manthorpe, Operations Manager, Ross Estate Wines, "The key benefit of the new labeling system is the ability to tailor a label for each and every export market. Regulations and labeling requirements change every day and every country has different requirements making it really difficult for wine makers to come up with standard labels for their wine. The Dy-Mark solution, however, gives us the best of both worlds and also offers Ross Estate a cost effective labeling solution. This way we can suit the label to suit the customer, ensuring that Ross Estate is offering a better looking product every time."



With the Dy-Mark/Datamax labeling solution, the operator has total control over all real-time variable product identification.



Approximately one bin per hour can be labeled giving Ross Estate the flexibility to meet on-demand requirements.

Ross Estate has realized that the Datamax I-Class printer is the most comprehensive, cost-effective industrial label printing solution

available in the thermal printer marketplace today. The company is very satisfied with the modular design that enables the operator to add or change an option at any time. The wide range of field-installable accessories and options will also allow them to accommodate future applications.



References

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