



BOTTLE DECORATIONS

DETAILED INFORMATION

SCREEN PRINTED DECORATIONS

At a rate of 45,000 bottles per day, it is possible to apply in one print-pass, up to five registered 'spot' colours of ceramic based inks, matched to either a colour swatch or PMS references. Colours are applied side by side with 0.2mm trapping. Because inks are applied wet and if multiple colours are being used which are printed in the same machine pass, this technique does not allow significant over-lap / overprint of two or more colours.

The colour range can include PMS metallic references, but these do not print with a bright, reflective quality. While the metal particles contained in the metallic inks create a slight textured look, their end appearance is more matte or anodized aspect. The printing on glass does not have the 'sparkle' effect, as you would observe when metallic inks are printed on paper.

Most bottle types can be printed as low as 14mm from the base (heel). For Burgundy bottle forms, the printed decorations can be applied to approximate the first 10~15mm of the shoulder curve above the label face. Some slight fuzziness of the line edges can sometimes be observed when printing is applied to curved areas. For Bordeaux bottle forms, the shoulder radii are too tight/ too small, to allow for screen printing to be applied successfully.

Once the screen-printed decoration is applied to bottles, they pass through a lehr at 300°C in order to permanently bake on the decoration(s). These decorations are very resilient.

Screen printed decorations can be applied in conjunction with Hot-Stamp foil decorations, that are applied in a separate pass by semi-automatic equipment. The bottles would then require re-curing at 120°C.

For orientation at the labelling station, where the bottler does not have photo-optic sensors fitted to the label station, a UV mark of 10x4mm (hwx), can be applied to the upper neck or the body of the bottle with a 2mm tolerance of position. This UV mark is registered to the printed decoration, allowing for bottle orientation at the bottling line's labelling station, and ensures accurate label application (+/-3mm). Bottles with UV marks applied require re-curing at 150°C.

HOT-STAMP FOIL DECORATIONS

This technique is used to apply highly reflective foils from a limited range of foil colours. Bottles can be decorated at a rate of 20,000 bottles per day. The actual foil decoration elements are achieved by first printing a special adhesive product in the form of the design / decoration and then applying the selected foil to the adhesive area under heated element, transferring the foil from the cellophane backing, to the glue-applied areas.

As decorations can be very shiny and detailed, they pop, livening up the artwork. Up to three foil colours can be applied, but each would have a position tolerance of 1.5mm.

The area to apply a hot-stamp foil element(s) is maximum 120 degrees of the bottles' body, as it is applied semi-automatically on a face of the bottle. The bottle is not able to be rotated during the application of the decoration element(s).

Most bottle types can have the hot-stamp foil decoration positioned as low as 16mm up from the base (heel). Hot-stamp foil decorations cannot be applied to shoulder curves. The application area for this type of decoration must be on the flat, label straight. The decorations are lightly baked on at 120°C which gives them moderate resilience, compared to screen print.

While less expensive to set-up, the disadvantage to this product is that it is not as resilient as Decal-transfer labels. In order to protect the foil decorations during transport and bottling, a protective plastic or paper sleeve is often applied over the body of each bottle on the pallet, depending on the position and size of the foil decoration(s). The manufacture recommends the protective sleeve for absolute certainty of protection during transport and handling, but is up to the individual needs of the client & its bottler. If a sleeve is an impediment to your production, the manufacturer will seek a waiver for claims relating to transport or handling damage.

DECAL TRANSFER FOR CMYK AND FOIL DECORATIONS

This technique is used when artwork has colour gradients, shading, photographic effects and foils (combined) – or for art containing extremely fine detail. The decorations can include paint effects, photographic reproductions, combined with detailed foil elements, if desired. All of these effects can be combined on a single label artwork.

The Decal labels are produced separately, in advance – and are transferred on the bottles manually at a rate of 9 to 12,000 bottles per day, depending on complexity.