



Photo Finish

Ben Franklin Press & Label's Coppola Rosso & Bianco Chardonnay label is 'Best of Show' in this year's Excellence Awards competition.

This year's Excellence Awards competition was tough. It started out that way and got tougher and tougher as the day went on. The overall quality of the entries was fantastic and led to very close contests for first-place honors in many categories. One of the first categories to be judged wasn't resolved until the end of the day and was the source of much discussion and "loop analysis" throughout the day.

The superior quality of the first-place entries culminated in a difficult selection process for Best of Show honors. After "nitpicking" all day, the judges, Peter Menzian, DuPont; Joe Hamway, Mark Andy; and Bob Waddington, Nazdar, had to work even harder to find flaws with in the finalists. The four finalists included: *Rennie Estate Winery*, by ASL Print FX; Ben Franklin Press & Label's *Coppola Rosso & Bianco Chardonnay*; *Luscious White* by ColloTYPE Labels of California; and Spear's *Bacardi Oakheart*.

Rennie Estate Winery was described as "beautiful, artistic." *Luscious White* was a "great label," and *Bacardi Oakheart* incorporated "impeccable screen and flexo."

To stand above this competition was a real accomplishment, and Ben Franklin Press & Label's *Coppola Rosso & Bianco Chardonnay* did just that. Menzian described it as a "magnificent, clean, sharp-looking label." Waddington noted its very fine detail; its small, clean font; and easily defined dots. Hamway praised the registration of the

print and secondary processes, and called the density of the black solid, "phenomenal."

Getting it just right

According to Paul Sturgis, sales and marketing manager for Ben Franklin Press & Label, the award-winning label is an update from a previous design. "What remains from the original is the vineyard scene (reduced in size 35 percent) framed by what appear to be theater curtains." It was printed on a Sanjo combination press that can incorporate a wide range of processes all in one pass.

"We sought to execute the new design by applying treatments that our waterless offset press was uniquely able to do," says Sturgis. "[This includes] using stochastic screen technology and spot gloss silkscreen to accurately reproduce the now smaller four-color image on uncoated paper; applying a graduated shading to the embossed filigree to render a bas relief effect; and tightly registering hot foil stamping to bring out the wine varietal name."

The combination of waterless printing and stochastic screen technology resulted in minimal dot gain. "This allows the four-color image to print sharply on uncoated stock, and it makes the shading of the embossed areas look almost airbrushed," he says. "The flatbed silkscreening—as opposed to rotary—provides tight registration for the spot image, and the use of flatbed embossing and foil stamping dies maximizes the impact and clarity of those processes."

The label required the use of all the printing units in the Sanjo press. A flexo unit laid down a cream tint and was followed by the six offset colors. "The four-color process image and the shading of the embossed area was done with stochastic screens," notes Sturgis. "Next, we hot stamped gold foil, applied a spot gloss silkscreen to the four-color process image, brass die-embossed the border and filigree, and applied an overall aqueous coating to scuff protect the label. Our client was very pleased that we could accomplish all this in one pass on the press."

According to Sturgis, the most difficult aspect of producing the label was getting each of the processes just right to provide the desired cohesive look. "The dense black brings out the brand name; the glossy vignette framed by gold foil and the embossed filigree draws you into the heart of the label; and the foil-enhanced varietal name allows the wine to be identified without detracting from the hierarchy of values in the overall design."

Dennis Franklin Patterson, owner of Ben Franklin Press & Label, places print quality at the top of the priority list to ensure customer satisfaction. Located in the heart of northern California's wine country, this focus has helped the company earn a position as one of the premier printers for wineries in the region. Winning Best of Show honors in this year's Excellence Awards competition is just one more feather in its cap. ■

2012

Excellence Awards

LABELS—FLEXO (LINE)

FIRST PLACE

Collotype Labels, Mile End South, Australia
Ol' Bluey
Press: Gallus; Plates/Screens: DuPont,



Gallus; Dies: RotoMetrics Sleeve;
Substrate: Raflatac; Inks/Coatings: DIC

SECOND PLACE

Consolidated Label Co., Longwood, FL
Extra Virgin Olive Oil

THIRD PLACE

Consolidated Label Co., Longwood, FL
Geo

LABELS—FLEXO (PROCESS)

FIRST PLACE

Multi-Color Corp., Batavia, OH
Scope Dualblast Mouthwash
Press: Nilpeter; Plates: DuPont;
Anilox Rolls: Harper; Dies:
RotoMetrics; Design: Landor
& Associates; Inks/Coatings:
Siegwerk

SECOND PLACE

Taylor Made Labels,
Lake Oswego, OR
*Old Tahoe Honey Flavored
Rye Whiskey*



THIRD PLACE

Taylor Made Labels,
Lake Oswego, OR
*Harry & David Hoot 'n Holler
Snack Mix*

LABELS—COMBINATION PROCESS

FIRST PLACE

Spear, Mason, OH
Bacardi Oakheart
Press: GMC; Plates/Screens:
MacDermid, Stork; Dies: Electro
Optic; Design: Jones Knowles
Ritchie; Substrate: Fasson;
Inks/Coatings: Sun Chemical



SECOND PLACE

McDowell Label and Screen
Printing, Plano, TX
Bronze Pearfection

THIRD PLACE

McDowell Label and Screen
Printing, Plano, TX
Super HD

LABELS—FLEXO (LINE & SCREEN)

FIRST PLACE

Multi-Color Corp.,
Batavia, OH
*Crest Pro-Health
Clinical Mouthwash*
Press: Nilpeter;
Plates: DuPont; Anilox
Rolls: Harper; Dies:
RotoMetrics; Design:
Landor & Associates;
Inks/Coatings: Siegwerk

SECOND PLACE

Collotype Labels, Mile
End South, Australia
Bundaberg 100 Proof

THIRD PLACE

McDowell Label and
Screen Printing, Plano, TX
Broad Spectrum SPF 50



LABELS—OFFSET

FIRST PLACE

Hammer Packaging,
Rochester, NY
Dr. Smoothie
Press: Heidelberg; Plates:
Kodak; Design: Dr. Smoothie;
Substrate: Treofan; Inks/
Coatings: Wikoff Color

SECOND PLACE

DWS Printing Associates,
Deer Park, NY
*Long Island
Brand Beverages*

THIRD PLACE

Hammer Packaging,
Rochester, NY
Snap Tea



LABELS—DIGITAL

FIRST PLACE

Consolidated Label Co., Longwood, FL

Malie

Press: HP Indigo; **Finishing:**
AB Graphic; **Substrate:** Fasson

SECOND PLACE

Western States Envelope & Label

Durty Gurl Labels - Margarita Mix

THIRD PLACE

Logotech-Inc., Fairfield, NJ

Glenora Yellow Cab



LABELS—GRAVURE

FIRST PLACE

Spear, Mason, OH

Dole Strawberry Kiwi

Press: Cerruti; **Cylinders:** Southern
Graphics; **Substrate:** Avery;
Inks/Coatings: Siegwark



SECOND PLACE

Vacumet, Franklin, MA

Miller 64

THIRD PLACE

Spear, Mason, OH

Budweiser Patriotic

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WINE LABELS—FLEXO (LINE & TEXT)

FIRST PLACE

Collotype Labels EDH, El Dorado Hills, CA

Luscious White

Press: Gallus; **Plates/Screens/Cylinders:** DuPont,

Gallus, Gearhardt; **Anilox Rolls:** Harper; **Dies:**

Electo Optics; **Substrate:** Raflatrac; **Inks/Coat-**

ings/Adhesives: Pro ColorFlex, Siegwerk



SECOND PLACE

Taylor Made Labels
Hyland Estates 2008 Pinot Noir

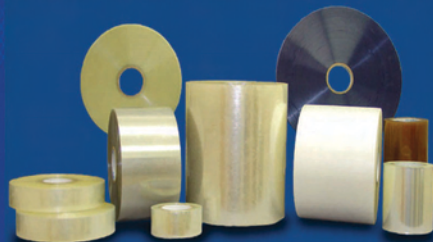
THIRD PLACE

Collotype Labels EDH, El Dorado Hills, CA
Rage



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WINE LABELS—FLEXO (PROCESS)

FIRST PLACE

ASL Print FX, Vaughn, ON
Rennie Estate Winery
Design: Rennie Estate Winery;
Inks/Coatings: Sun Chemical

SECOND PLACE

McDowell Label and Screen Printing, Plano, TX
2010 Red Table Wine

THIRD PLACE

ASL Print FX, Vaughn, ON
Pondview Dragonfly 2011

2012

Excellence Awards



WINE LABELS—OFFSET (LINE & SCREEN)

FIRST PLACE

Collotype Labels, Mile End South, Australia

Craigmoor

Press: Gallus; **Plates:** Kodak; **Dies:** Triforme; **Design:** James Oatley & Collotype Labels; **Inks/Coatings:** DIC

SECOND PLACE

Collotype Labels, Mile End South, Australia
9th Chamber

THIRD PLACE

Collotype Labels, Mile End South, Australia
Eden Springs

WINE LABELS—OFFSET (LINE & TEXT)

FIRST PLACE

Collotype Labels, Mile End South, Australia
Parawa Classic

Press:

Gallus;

Plates/

Screens:

Kodak,

Gallus;

Dies: Ro-

toMetrics

Sleeve;

Design:

Lara

Simic;

Substrate:

Jade

Raster -

Spicer's;

Inks/

Coatings:

DIC



SECOND PLACE

Collotype Labels, Mile End South, Australia
Smith & Hooper

THIRD PLACE

Collotype Labels, Mile End South, Australia
Rosemount Diamond

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WINE LABELS—DIGITAL (PROCESS)

FIRST PLACE

Taylor Made Labels, Lake Oswego, OR

Frenchman Hills Winery Cabernet Sauvignon 2006

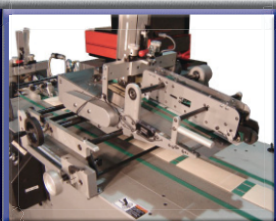
Press: HP Indigo; **Plates:** DuPont FAST; **Anilox Rolls:** Harper; **Dies:** Sinko Tech; **Substrate:** Fasson; **Inks:** HP

SECOND PLACE

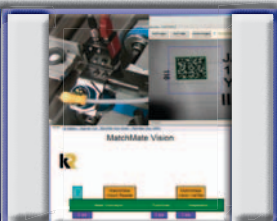
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WINE LABELS—OFFSET (PROCESS)

FIRST PLACE



Ben Franklin Press & Label Co., Napa, CA
Coppola Rosso & Bianco Chardonnay
Press: Sanjo; **Anilox Rolls:** ARC Intl.; **Design:** Francis Ford Coppola Winery

SECOND PLACE

Collotype Labels, Mile End South, Australia
Christobel's

THIRD PLACE

Collotype Labels, Mile End South, Australia
The Ringmaster General

FLEXIBLE PACKAGING—FLEXO (LINE)

FIRST PLACE

McDowell Label and Screen Printing, Plano, TX

Ultra Dark Hot Bronzer

Press: Gallus; **Plates:** DuPont; **Anilox Rolls:** Harper; **Dies:** RotoMetrics; **Substrate:** Klockner; **Inks/Coatings:** ACTEGA

SECOND PLACE

McDowell Label and Screen Printing, Plano, TX

Wet & Dry Sunscreen



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FLEXIBLE PACKAGING— FLEXO (LINE & SCREEN)

FIRST PLACE

McDowell Label and Screen Printing,
Plano, TX

QCarbo16

Press: Gallus; **Plates:** DuPont; **Anilox**
Rolls: Harper; **Dies:** RotoMetrics; **Sub-**
strates: Klockner; **Inks:** ACTEGA WIT

SECOND PLACE

McDowell Label and Screen Printing,
Plano, TX

Face Values

THIRD PLACE

McDowell Label and Screen Printing,
Plano, TX

Sonoran Bloom



FLEXIBLE PACKAGING— FLEXO (PROCESS)

FIRST PLACE

American Packaging Corp.,
Story City, IA

General Mills - Betty Crocker
Pumpkin Spice Cookies

Press: Windmoeller & Hoelscher;
Plates: DuPont; **Anilox** **Rolls:** Harper;
Design: Schawk

SECOND PLACE

Ampac, Cincinnati, OH

Savvy Green Eco-clean
Laundry Detergent

THIRD PLACE

McDowell Label and Screen Printing,
Plano, TX

Party Tray

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FLEXIBLE PACKAGING— GRAVURE

FIRST PLACE

American Packaging Corp.,
Columbus, WI

Clif Bar Builders Bar

Press: Acom; **Design:** Clif Bar

SECOND PLACE

American Packaging Corp.,
Columbus, WI

Snack Factory Pretzel Crisps

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FLEXIBLE PACKAGING—OFFSET

FIRST PLACE

Lithotype, Inc., South San Francisco, CA
Vampire/Eau de Parfum Sample
Press: Sanden

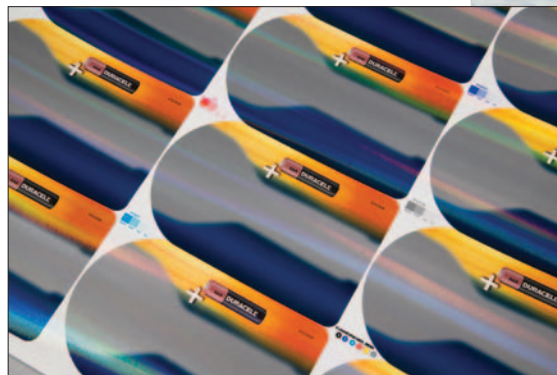
SECOND PLACE

Lithotype, Inc., South San Francisco, CA
Riovida Burst

FOLDING CARTONS—FLEXO (LINE & SCREEN)

FIRST PLACE

Control Group, Norwood, NJ
Gillette ProGlide Power Insert Card
Press: Nilpeter; **Plates/Cylinders:** DuPont FAST, RotoMetrics; **Anilox Rolls:** Harper; **Dies:** RotoMetrics; **Substrates:** MWV; **Inks/Coatings:** ACTEGA



FOLDING CARTONS—OFFSET

FIRST PLACE

Diamond Packaging, Rochester, NY
Elizabeth Arden Sunflowers
Press: Heidelberg; **Plates:** Kodak; **Dies:** Metal Magic, Diamond Packaging; **Design:** Elizabeth Arden, Diamond Packaging; **Substrates:** Neenah Paper; **Inks/Coatings:** Superior

SECOND PLACE

Hub Folding Box Co., Mansfield, MA
Ty Ku Ultra Premium Sake Gift Carton

THIRD PLACE

Hub Folding Box Co., Mansfield, MA
2011 Mars Car Promotion



CORRUGATED (POST/DIRECT)—FLEXO (PROCESS)

FIRST PLACE

RockTenn Merchandising Displays, Adams, WI
Novartis "Digger"
Press: Bobst; **Anilox Rolls:** Harper; **Design:** Printron; **Inks:** INX

SECOND PLACE

RockTenn Merchandising Displays, Adams, WI
Point Special

THIRD PLACE

RockTenn Merchandising Displays, Adams, WI
Degree 5 Pack

CORRUGATED (POST/DIRECT)—FLEXO (LINE & SCREEN)

FIRST PLACE

RockTenn Merchandising Displays, Adams, WI
Texas Smoky
Press: Bobst; **Anilox Rolls:** Harper; **Design:** Printron; **Inks:** INX



CORRUGATED (POST/DIRECT)—OFFSET

FIRST PLACE

The Standard Group, Reading, PA
Heineken Ballot Box
 Press: Heidelberg; Design: G2
 Worldwide, The Fay Group

SECOND PLACE

The Standard Group, Reading, PA
Heineken Sol Condiment Holder

THIRD PLACE

The Standard Group, Reading, PA
Alouette Treasure Chest



SPECIALTY CATEGORY—TECHNICAL ACHIEVEMENT

FIRST PLACE

Control Group, Norwood, NJ
Gillette Venus & Olay Packaging
 Press: Nilpeter; Plates/Screens/Cylinders:
 DuPont, Stork, RotoMetrics Sleeve; Anilox
 Rolls: Harper; Dies: RotoMetrics;
 Substrates: Klockner; Inks: ACTEGA



SUSTAINABILITY—FLEXIBLE PACKAGING

FIRST PLACE

Overnight Labels, Inc.,
 Deer Park, NY
**Overnight Labels
 Promotional Sleeve**

Press: Nilpeter; Plates:
 Flint; Anilox Rolls:
 Harper; Design:
 Overnight Labels; Sub-
 strates: EarthFirst PLA;
 Inks: Alden & Ott



SECOND PLACE

Hub Labels Inc.
AP Deauville Power Stick - Cool Blast

THIRD PLACE

Diamond Packaging, Rochester, NY
Diamond Packaging 2012 Calendar

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