

Debunking the 'Offset Myth'...

Pietra Santa's Success Shows Waterless Offset is not the only solution for High quality Wine Labels



PIETRA SANTA
WINERY



ORGANIZATION

Pietra Santa Winery produces wines in Hollister, California. The San Benito County site was chosen for its outstanding terroir, which also produces olives for high-end olive oil. They are a small boutique winery with a very diverse portfolio: 7 wines under the Pietra Santa Label, 4 under Signature Collection, plus 3 olive oils and they are bringing on 2 more wines under a separate brand. This up-and-coming winery has won multiple awards, underscoring its philosophy that "there are no shortcuts to quality."

CHALLENGE

The owners of Pietra Santa wanted to get their attractive labels faster and less expensively. Unfortunately, they had been convinced that only waterless offset printing would do the job because they print on uncoated label stock. Still, they wondered if they could do better—and still maintain the top quality of their labels.

SOLUTION

Jayne Nunn, marketing director of Pietra Santa, recalls being skeptical that changing from offset would be possible. She interviewed six label printers before choosing Labeltronix.

"We selected Labeltronix because the company could produce our labels with their innovative printing capabilities, HD Flexo or digital technology. Labeltronix had a unique process called Lean Labeling® that allowed us to order either Digital offset or HD flexo in a way that gave us flexibility we did not know was possible. It was also important to have the right finishing capabilities for our tougher than average gold foil and emboss requirements. Labeltronix exceeded my expectations," Nunn says.

Pietra Santa received the following benefits of Labeltronix Digital printing:

- Labels look just like waterless offset quality on uncoated materials
- Cost savings per label of 27%, depending upon the varietal label
- Lower quantities can now be ordered which allows for dramatic new flexibility on how to order their labels
- There is no more need for them to order for the entire year just to get a great price
- Label inventories and waste was reduced significantly since less labels can be ordered with no penalty as needed
- Label production and delivery time is less than half of what Waterless offset is

"Labeltronix digital printing allows me to receive the same quality as waterless offset, which I could have never imagined. The ease of working with them is what sets them apart. It's the people behind the scenes which make everything go seamless."

RESULTS

Pietra Santa blazed new trails as "myth busters" by debunking the "offset myth." With this very positive experience, Nunn says the winery now plans to use Labeltronix for most of its wine labeling needs.

"Dealing with Labeltronix is easy and I know my labels will arrive quickly and in time for bottling. A bonus was finding out how much more flexibility we have with Lean Labeling®. As our bottling needs change, we can adjust our labeling quickly, or try something new," Nunn says.

"It's been a win-win-win with Labeltronix!"

The Wine Label Printing Table

	Old Way – Waterless Offset	New Way – Digital
Lead Times	4-6 weeks	7-10 days
Printing Plates & Set up costs	High cost for set up per varietal	Low cost for digital set up per varietal
Pricing	Variable	Fixed
Quality	Best quality	Best quality. Award winning quality technology.
Flexibility	Changes expensive. *Large quantities needed to get great price.	Changes are expected. *Low minimums and price remains the same with smaller quantities.

