Childress Vineyards
Metal nameplate

The challenge

Childress Vineyards, one of the largest wineries in North Carolina, required a unique labeling solution. Once it was decided that the labels would utilize metal, GMN had to ensure that the rigid label would properly adhere to the curved bottle.

Project goals

- **Create a one-of-a-kind metal wine label incorporating unique decoration that stands out from other packaging**

- **Produce a formed rigid label that properly adheres to the curve of the wine bottle**

The solution

Childress Vineyards sought a uniquely-styled metal label for their 2011 Chardonnay wine bottles. The wine bottles would be part of a gift box to their most important patrons. The label not only needed to look great and align with Childress Vineyards' branding, it also had to stand out from the rest of their current packaging.

Thanks to GMN's Monroe, NC Division's vast metal decorating capabilities it was possible to create the rigid metal label with an antique finish the Childress Vineyards desired. To create the antique look, the aluminum went through an offset printing process using gold and black ink. The finish is similar to the old world patina finish offered by GMN's wine label division, Elite Label. The labels also feature custom embossing and die-cutting to enhance the overall design.

The most challenging aspect of this part was ensuring proper adhesion of the label to the bottle. In order for the rigid labels to

METAL LABEL
FOR WINE

☑ **RIGID LABEL**

☑ **STUNNING**

☑ **ON BRAND**

work, the labels were roll-formed to match the precise curve of the bottle. Since the labels weren't flexible, the curve had to be exact in order for the label to fit properly. Due to GMN's experience fitting nameplates to curved surfaces in other industries, they were able to develop a process to form the rigid wine label to the exact curve of the bottle.

The final parts adhere seamlessly to the Childress wine bottles and add a touch of elegance to the overall design and bottle.