



Inglenook Dairy CoOL labels are **LEGENDAIRY**



Inglenook Dairy is a family owned business nestled in the heart of Western Victoria producing some of the finest milk you will ever taste. Owners, Troy and Rachel Peterken were the first QLM customers to produce labels using the new Country of Origin Labelling (CoOL) logos – highlighting their **locally made milk** with its **delicious and natural taste**. **What we love about working with Inglenook Dairy** is the **passion** they have for their business. Rachel says the support and wise words of her parents Basil and Sheila: **“you can do anything if you are willing to get your hands dirty and work hard”** has been an essential part of them achieving sustainability in a tough market. As **consumers we can make a difference by purchasing locally produced milk**. QLM work with a number of amazing local dairy companies and encourage you to support them and their wonderful products. Be sure to check out Inglenook Dairy’s exciting new milk line:

inglenookdairy.com.au

cool certainly wood



Wood-grain packaging is achieving amazing **shelf impact** and **sales results**. Craft beers, gourmet foods and some surprise products are finding the wood-grain look generates greater interest in their product and it looks awesome.

Real Wood Labels: Avery has launched **Real Wood Veneer Labels** in Birch and Cherry finishes: actual real wood labels smooth enough to print on. They’re a premium stock with MOQ but an amazingly unique finish.

Wood-Look Alternatives: Replicate this look using regular Gloss Paper or PP stocks and printing cleverly designed artwork finished in a Matt Varnish. Textured varnish patterns can also be used to simulate a ‘grainy’ effect. A great cost-effective way to capitalise on this look....and results show that as someone fixates more on a label - their chance of buying increases!

hot thermal direct clear

Clear Labels using thermal printing is a **HOT** topic right now! Avery has released **Clear Direct Thermal PP** films in Gloss or Matt allowing you to print without the use of ribbon. For barcodes and variable data environments where clear labels are being used in high volumes this provides a major potential cost-benefit in terms of productivity and consistency of quality. MOQ’s apply so it won’t suit everyone – but it is certainly worth exploring the possibilities.



Clear Alternative: If the Clear Direct Thermal doesn’t suit, the traditional method is to print onto regular Clear PP using ribbon in a Thermal Printer. The **thermal transfer** printing method has been used for many years successfully and provides the opportunity to label products without impairing the view of the product. As with all thermal printing, be sure to incorporate thermal transfer varnishes to assist in the print process wherever possible.



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NEWSLETTER
JUN - JUL 2016

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