

The VP2020 makes Custom & Private Labeling wines a breeze for winery Draper & Esquin

For wine negociant Draper & Esquin, it's more than a great grape harvest or an oak-barrel flavor that sells a good wine. Often just creating a limited edition or custom label wine can make the difference between selling one bottle or several cases of wine.



But for owners of the San Francisco-based winery, producing a small run of custom color labels to adorn their bottles was a challenge. Outside printing presses wouldn't consider print jobs of 100 or even 500 labels because the small run wouldn't justify press set up charges. Conversely, a traditional ink jet printer, the variety found in home and small office operations, couldn't produce the quality label or withstand the volume of a 500-label print run.

Wine Labels a Sunk Cost if Wine Doesn't Sell

- Draper & Esquin Wine & Spirits, LLC (Draper & Esquin) is a well-known name in the San Francisco Bay Area wine industry. As wine negociants, the company operates like a virtual winery. They purchase overage from local and international wine growers - wine the growers themselves can't move under their own labels. Then the company blends, bottles and markets quality wines under the Draper & Esquin label. They also produce limited edition wines, in particular for sports stars.

While custom labeling for their limited edition wines was always a challenge, it wasn't until Draper & Esquin owners discussed their dilemma with Fred McClaine, a friend and VP2020 reseller representative, that they realized there was another option to printing quality custom labels for their limited edition bottles.

"It was fall 2002 after the Oakland Athletics' 20 game record-breaking winning streak. We were talking to Fred McClaine about our idea for

QUICK FACTS

Customer:	Draper & Esquin, LLC
Product:	VP2020 Digital Color Label Printer
The need:	To produce small runs of custom labels for commemorative and private label wines.
Key Benefit:	The VP2020 allows Draper & Esquin to produce high-quality color labels on an as ordered basis for its limited edition wines. It has also opened up a new opportunity --creating custom wines gifts for weddings and anniversaries.
Customer Kudos:	"The A's Commemorative Wine was the first label we ran on the VP2020," said Barbara Fortini Medwadowski, president and owner of Draper & Esquin. "Just printing these labels on the VP2020 we realized a return on investment."
Customer Fact:	Draper & Esquin Wine & Spirits, LLC is a San Francisco Bay Area wine negociant that blends, bottles and sells its wines under the Draper & Esquin label as well as custom and private label brands.



Redefining Label Value



creating a commemorative wine to honor the team's achievement," said Barbara Fortini Medwadowski, president and owner of Draper & Esquin Wine & Spirits. "I had already gotten five bids from outside printers for the cost to print 1,000 labels, and as I found, producing these limited edition labels on a color press would be horrendously expensive. Not to mention, if the wine doesn't sell, the label printing would become a sunk cost."

So McClaine offered the winery a cost-effective solution to its printing woes: The VP2020.

"The A's Commemorative Wine was the first label we ran on the VP2020," Medwadowski said. "Just printing these labels on the VP2020 we realized a return on investment, since the cost of this printer is what it would've cost us had we created the A's labels with an outside printing company. And yet we continue to get much more use out of this investment."

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Benefits using the VP2020

- **Quality Color Labels, On Demand:** Medwadowski says since it's difficult to predict how much a commemorative wine will sell before launching it, the VP2020 allows the winery to make a no-risk investment in launching a limited edition wine. "Now instead of printing a large number of labels upfront for a commemorative wine that may or may not sell a lot, we can now print custom labels on an as-ordered basis. We receive an order for one or 100 and we can fill it using the VP2020."

Ease of Use and Durability: Medwadowski said the printer has been easy to use. "I'm able to whip labels out," she added. "And the quality is incredible. We get a lot of positive reaction to our labels. Not to mention, I do practically everything with this printer. It's a workhorse."

- **Opening Doors to New Business Opportunities:** Now that Draper & Esquin has the ability to print custom labels anytime, the winery has begun creating other limited edition wines honoring sports stars. The company also creates wines for special occasions like weddings and anniversaries and is considering offering private label wines for restaurants, yacht and country clubs. "With the flexibility of the VP2020, we can create custom wedding labels featuring a picture of the newlywed couple and shortly after develop a new design for a restaurant's private label and print out just one to put on a bottle and show the client what it will look like," Medwadowski said. "There really no limit to what we can do."

More on VIPColor Technologies

VIPColor Technologies is a leading-edge provider of innovative solutions for the production, management and utilization of package, product, promotion, logistic and location labels across industrial and retail supply chains. We enable onsite digital label printing for day-to-day operations. The company's application focus is on networked, shop floor batch printing of sophisticated labels to

meet mass customization and personalized packaging needs. Targeted at companies dissatisfied with the long lead-time and large print-run constraints dictated by current label delivery methods, VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities.

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