



WATERMARK LABELS™

A DIVISION OF LUSTRE-CAL CORPORATION



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IN NOVEMBER 1964, Lustre-Cal Corporation began producing high quality labels for worldwide manufacturers. As customers and other producers began requesting labels for consumer product goods, specialty foods, and premium wines the demand evolved into a new division, Watermark Labels.

We now operate from a state of the art 50,000 sq. ft. facility in Lodi, California. The capabilities of this facility, combined with a knowledgeable staff and decades of proprietary innovation, enable us to deliver quality products and superior value to our customers. We are proud of our heritage, relationships, and capabilities, where excellent service and quality is our pledge.

J. Hohenrieder

JOE HOHENRIEDER | PRESIDENT



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SOME OF OUR HIGHLIGHTS INCLUDED:

Outstanding customer service & follow-through

Uniquely equipped premium digital presses

Novel applications for variable data

Advanced offline embossing and hot foil stamping

Innovative material selection, including a variety of metals and flexible plastics

Premium quality digital offset printing, enabling complex prints

Low tooling costs

Competitive short run pricing

Short lead times

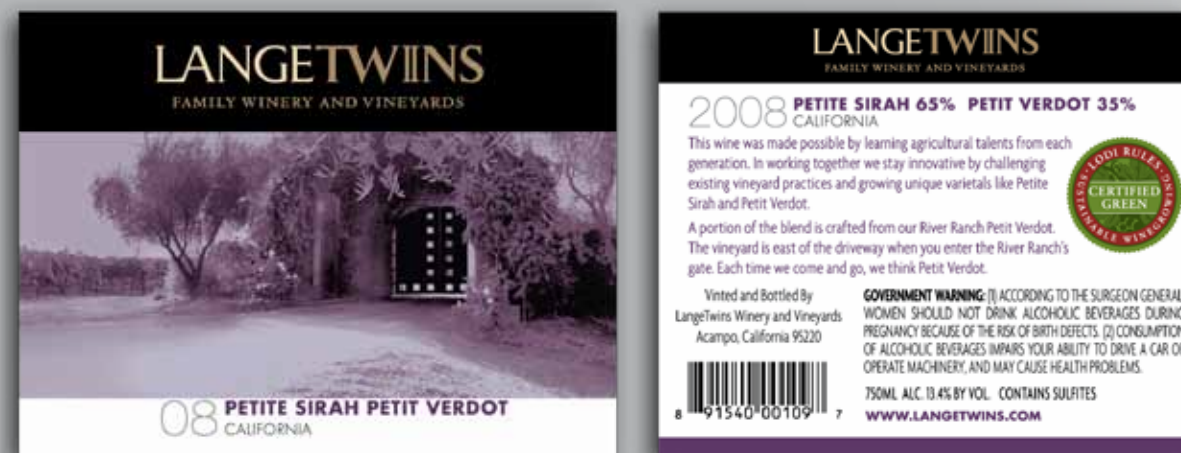
ISO certified



DIGITAL PRINTING

WATERMARK LABELS premium digital presses and offset printing capabilities enable our customers to design intricate wine labels that stand out from competitors. In addition to wine labels, we can digitally print on wood or glass panels up to 2" thick, copper, aluminum, stainless or brass leading to endless ideas for other packaging or marketing purposes.

Customers can incorporate variable data for individual bottle numbering or two sided printing for viewing text or graphics through a bottle. Artwork files are transmitted directly to the press, which lowers traditional tooling costs and short run pricing is more affordable. Digital files also enable the customer to take advantage of higher quantity price breaks, even if the print run contains multiple versions.





EMBOSSING DEBOSSING

CREATING A wine label that stands out from the competition is a goal every winemaker strives to achieve. Embossing makes the text and graphics stand out from the labels by raising the selected artwork. Debossing presses the image or text into the surface of the material with a die, creating a depression rather than raised impressions as in embossing. Many of our customers incorporate embossing and debossing into their label designs to create a multi-dimensional effect. Our customers can choose from any die shape: multi-layered, sculpted, rounded, chiseled or special effects. The added detail to the label makes the label stand out on the shelf and often enhances the perceived value of the wine.

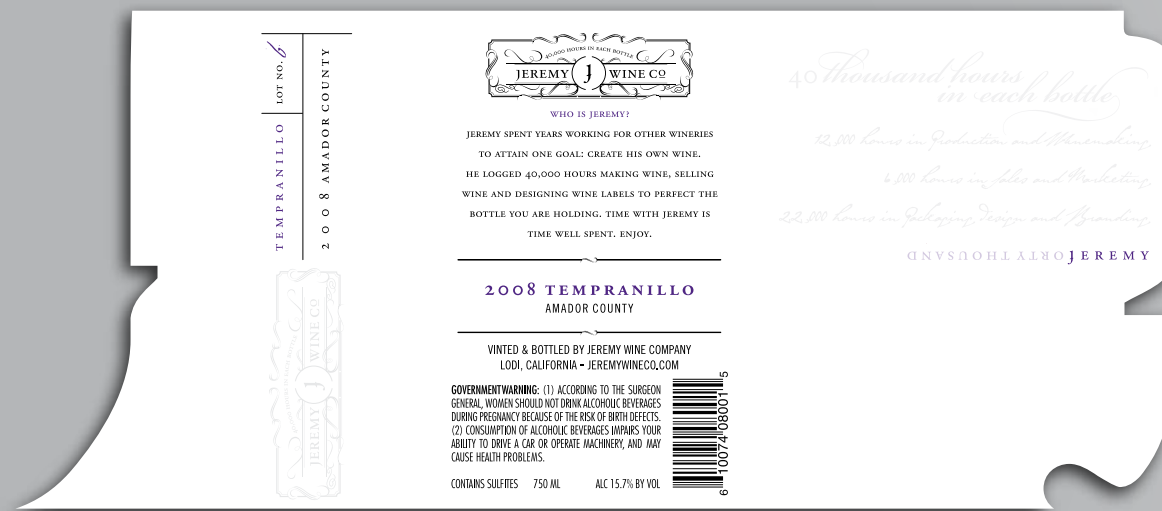




CUSTOM DIE-CUTTING

CUSTOM DIE-CUTTING assists our customers in creating a unique label appearance. The design of the wine label is often the reason a consumer purchases a specific wine. Many wineries are breaking away from the traditional label shapes with the goal of drawing the consumer's eye to their wine bottle.

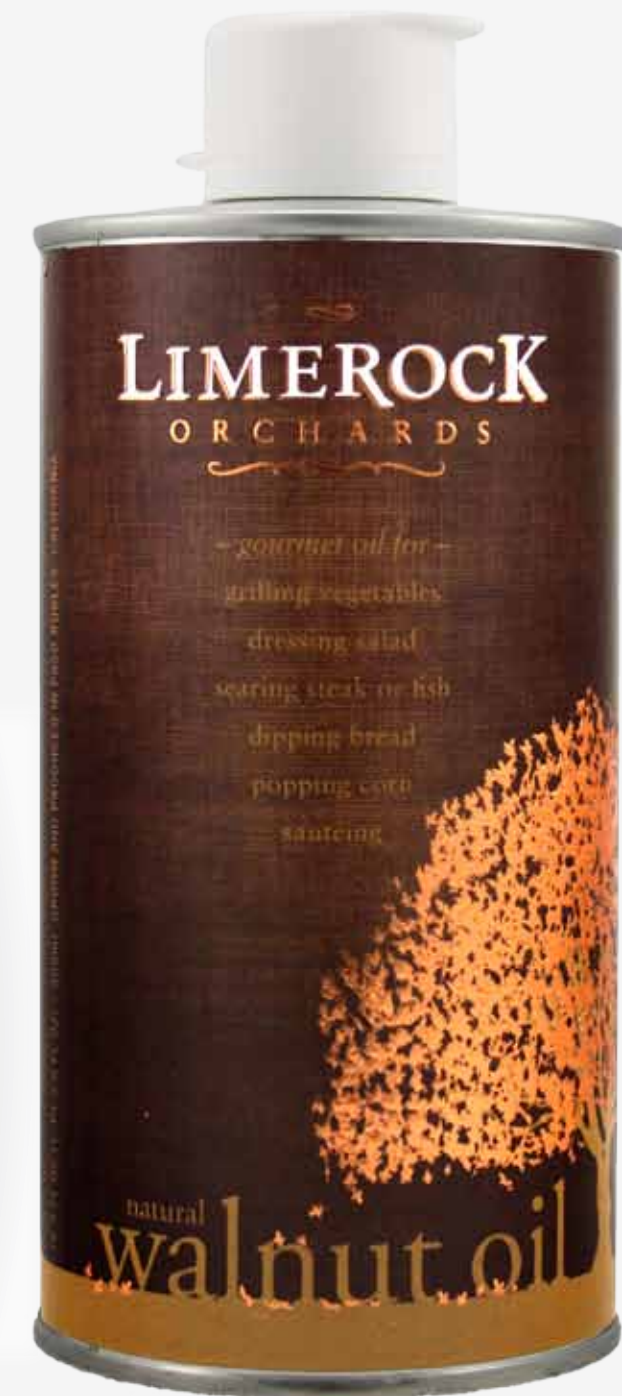
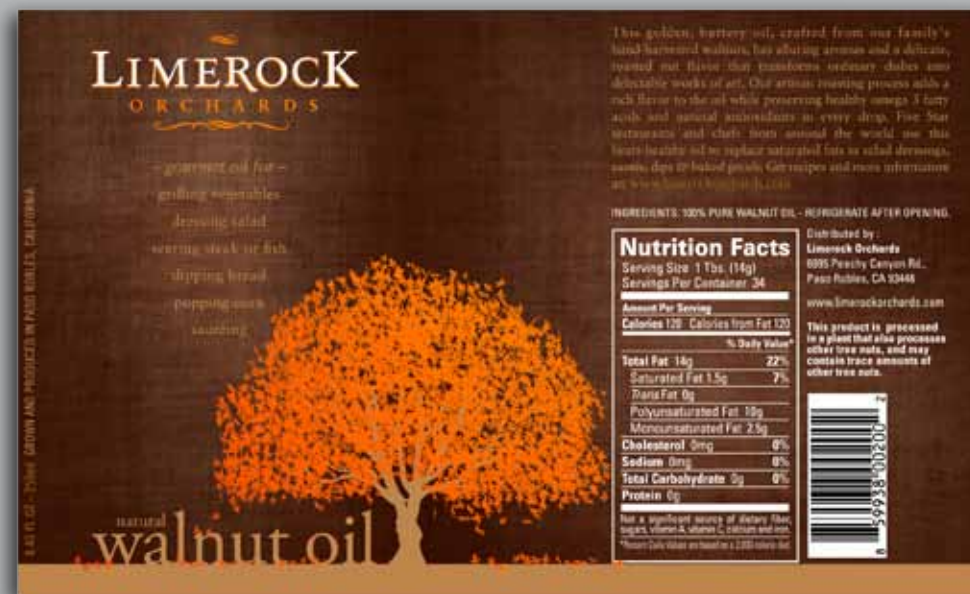
We have thousands of dies in stock, which offers our customers many shapes and sizes to choose from, and eliminates the die print plate fee. Our die-cutting system is integrated into our digital printing process, so we can produce your custom desired die-shape, at very little cost, if a custom die is preferred. If you need design assistance, we have a graphic design staff that can help you design a label that will stand out on the shelf.





FOIL STAMPING

EMBELLISHING a wine label with foil stamping creates a uniquely enhanced design appearance. Watermark Labels achieves precise registration with a +/- 0.010" printing, embossing, and die cutting accuracy. We are able to hold extremely fine print, down to 4 point, as well as heavy flood prints. Watermark can produce labels up to 9"x 9". In addition, our independent printing stations allow for multiple combinations of colored and/or metallic foils.





SCREEN PRINTING

WATERMARK LABELS has been utilizing screen printing technology for decades, using a variety of ink systems. We achieve precise color matching using supplied samples or industry Pantone standards. The wine industry has many marketing needs in addition to wine labels that may require larger prints. A variety of materials are available: polycarbonate, paper, vinyl, polyester, cardstock, acrylic, aluminum, stainless steel, and brass. Please ask us about other marketing applications.





OTHER CAPABILITIES

Specific services that distinguish us from our competition

MATERIALS Watermark is a design leader working with a variety of materials to create labels that are exclusive in appearance and durable for variable environments such as heat, cold, and moisture. The following list includes a few materials available for label production: • acetate • acrylic • anodized aluminum • foil • paper - wet strength, high gloss, semi-gloss or matte • polycarbonate • polyester • static cling • vinyl.

ADHESIVES Watermark produces labels using only the highest quality adhesives that are custom-matched to the intended application. Before we decide on an adhesive, we verify the product application and environment, ensuring the labels have necessary adhesion and longevity characteristics.

ETCHING anodized aluminum is a process that permanently embeds text and graphics into the anodized and sealed aluminum surface. This allows for exceptional clarity of graphics and text with superior durability. Etched labels have a one of a kind appearance and are resistant to moisture and other liquids. Choose from a variety of different finishes: shiny, matte, and frosted.

COMPONENT LABEL SETS allow you to consolidate multiple labels, for one product, into one sheet or roll. Label sets can shorten the time for final product application and assist in organizing and simplifying inventory evaluation.

COMPUTER COLOR MATCHING guarantees that the colors printed on your labels will

register to your artwork specifications, including PMS color matching.

GRAPHIC DESIGNERS, in our full service art department, are available to assist you in designing a label from an initial sketch or simply adjusting a completed artwork file.

PROTECTIVE COATINGS create a water-resistant label using clear film over-laminates or topcoat varnishes.

PROTOTYPES or first article labels are available upon request. Customers often utilize a completed label to proof critical color matches and other requirements that are only achievable via a sample.

ROLL, SHEET AND INDIVIDUAL PRINTED LABELS are available in various formats.

SERIALIZING AND BARCODING enables you to create SKU's, number products, and track inventory. We have over 45 years experience and multiple printing capabilities to achieve the numbering option and purpose required.

VARIABLE DATA printing offers customization of your labels and cost efficiency in consolidating print runs.

Ask us about the options available to meet your specific needs.



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*For more information or to request samples,
please reach us at:*

info@watermarklabels.com

P:209.370.1616

715 S. Guild Ave. Lodi, CA 95240

Also, check us out at:

www.watermarklabels.com



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Thank you for your interest in Watermark Labels.