



Envision | Develop | Deliver

PRESS RELEASE

For Immediate Release

Editorial Contact: Kathy Popovich
Director of Marketing & Communications
Innovative Labeling Solutions
kathypopovich@ilslabels.com
888.860.2457 513.265.5885

Innovative Labeling Solutions Wins International Award

Hamilton, OH February 4, 2011 – Innovative Labeling Solutions received an industry award for sandwich label printing and shelf impact for two client projects. The awards were presented as part of HP Indigo's Third Annual International Digital Label and Packaging Competition; a program which recognizes printers from around the world for their commitment to excellence and innovation in digital printing.



The first award was for **Sandwich** printing for a premium water bottle label produced for Sparkle Spring for Jimmy's American Restaurant & Bar in Aspen, CO.



Envision | Develop | Deliver

Sandwich printing achieves a cool 3D effect. The ultra clear label has Jimmy's name in silver hot stamp on the front panel, with a gorgeous evening image of the establishment set in the background; while the back of the bottle contains beauty copy about the resort. The bottle appears to have a front and back label; however, it is a single wrap label and the art is really printed in layers one right on top of the other, with the photo printed in reverse. In all, there are 12 layers of printed ink in this label.

Eric Knop, ILS director of business development, says, "This printing technique is truly remarkable and opens the door for designers to create high impact graphics."

Knop continues, "It is great working in partnership with Sparkle Spring because their goal to create a premium water bottle as part of an overall marketing/advertising plan can be achieved with our printing process. We use HP Indigo presses to print the labels on an ultra-clear film, and this technology is capable of superior graphic production and flexibility not found through conventional printing."



Envision | Develop | Deliver

Jimmy's recently made the Forbes List and wanted to capitalize on this prestigious designation, as well as having a premium giveaway for Aspen's Annual Food and Wine Classic. “We created this limited edition bottle specifically for Aspen’s 28th Annual Wine and Food Classic,” Valerie Macht, Sparkle Spring Water graphic artist shared. “The sleek bullet shape of the 8 oz bottle provided a great opportunity to showcase graphics of this type.”

Charles Waterloo, Sparkle Spring President, says, “We work with the hospitality and resorts industry to develop customized bottled spring water programs that serve as a premium touch point for their guests. A guest equates every part of their experience while on the resort property with luxury and quality. And the impact a custom-printed water bottle has on reinforcing this cannot be understated.”

With a digital solution from ILS, Sparkle Spring Water works with each client to deliver a customized label that reflects the personality and positioning of their specific properties instead of just providing a restrictive template which merely allows logos to be dropped in.



Envision | Develop | Deliver

For Sparkle Spring, it's not just about the container shape and eye-catching graphics.

“We have a commitment to sustainability and blow our bottles onsite to reduce our carbon footprint and use a state-of-the-art filtration system to ensure that our water is some of the purest nature has to offer,” finishes Waterloo.



The second award was for **Shelf Appeal** for the Best Vineyards wine labels.

“The Best Vineyards wine labels are a great example of how choosing a metallized substrate can create high drama and maximum appeal on shelf,” says Knop. “The contemporary, simplistic design of the labels incorporates a high contrast color palette with large bold lettering and just the right amount of ink coverage to create a shimmer and glow without the use of metallic inks.”



Envision | Develop | Deliver

The Fourth Annual HP Indigo Digital Label and Packaging Awards Contest attracted 312 entries from HP Indigo customers in 26 countries, and awarded 11 top prize winners.

The judge's panel consisted of independent industry experts who evaluated the entries based on the overall execution of label production including print quality, design challenges, and the business case for a digital printing solution. The contest's independent panel of judges included Hanni Abudy, chair of the Graphic Designers Association of Israel; Dr. Samuel Ingram of Clemson University; Adi Levy of Peer Print Ltd., Jean Poncet of Etiq & Pack magazine, and Yolanda Simonsis of *Paper, Film & Foil Converter Magazine*.

ILS is a digital label and packaging specialist located just outside Cincinnati, OH. They print labels and packaging for consumer product companies across the U.S. With three HP Indigo presses installed at the plant, as well as finishing equipment for hot stamping, embossing, specialty varnishes, flexible packaging laminations, and shrink sleeve seamers, ILS' state-of-the-art facility offers turn-key solutions to the marketplace. They are an international leader in the label and packaging industry. For more information, www.ilslabels.com