



Your vintage. Our label.



A Reputation for Quality...

With over 110 years of experience in the label industry, the McCourt name has become synonymous with the terms *quality, consistency, and value*. We will be here for you from your initial label idea to the moment we deliver the finished product. We can show you all of the newest labeling products in the marketplace and help to meet your delivery needs. With highly-trained and experienced staff, your wine bottle will get all of the attention it needs and deserves.



McCourt is a custom label house capable of providing you with the label look you are trying to achieve. We offer:

- *Printing up to 8 colors*
- *UV inks*
- *Clear film for a true "no-label" look*
- *Digital plates for high-quality images*
- *Cold foil decorations*
- *Intricate die cuts*
- *Special water-resistant varnishes*
- *Wet strength stocks that "pass the ice bucket test"*
- *Wash-away adhesives*
- *Blank labels on sheets or rolls for personalization*
- *Rush deliveries and quick turnarounds to meet your bottling schedules!*

At McCourt Label, we deal not just in creating labels, but in creating relationships. As an ISO 9001-2000 registered company, we continually monitor and evaluate all of our internal processes in an effort to always improve. Our quality system insures you will get a top-notch product every time, on every bottle.

CALL US AT **800.458.2390**

OR EMAIL US ONLINE AT
mccourt@mccourtlabel.com

20 EGBERT LANE . LEWIS RUN, PA 16738 . FAX: 888-735-0014

Aesthetically-pleasing face stocks



superior wet strength adhesives



filling & labeling equipment



all tailored to your needs!



Your vintage.



Our label.

McCourt Label offers a variety of label looks that appeal to even the most sophisticated wine connoisseurs.

The label on each of your bottles should be as carefully crafted as the wine it contains. Wineries increasingly rely on package differentiation to grab customers' attention. As a matter of fact, many consumers will make their buying decisions based on the appeal of a label. McCourt Label is here to help you get your bottle from the shelf to their table. We have partnered with our suppliers to provide you with the newest face stocks and adhesives on the market today.

The technology for labeling wine bottles using pressure sensitive materials is fairly new. A solid understanding of the labeling conditions in the wine industry process is a necessity. McCourt has the knowledge and expertise to help you choose the best label construction and design to suit your business. We are fully acquainted with all of the parameters involved and offer an extensive range of aesthetically-pleasing face materials together with specially-adapted adhesives and liners.

Face Stocks

We can provide a wide variety of face stocks tailored to the look you are trying to achieve:

- Silver & gold foils (bright & matte)
- Clear films for a "no-label" look
- Estate Materials
- Glosses
- Mattes
- Plus many other specialty stocks...



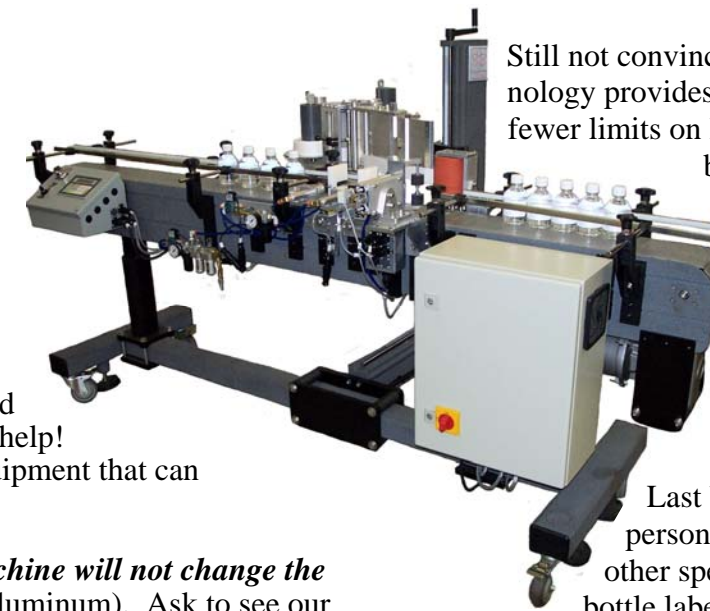
Adhesives

We have several adhesives for you to choose from. We have specially-formulated adhesives that tolerate fluctuations in temperature and humidity. Also, there are adhesives that will give you an immediate bond or ones that give you a window of repositionability (for correcting misplaced/crooked labels or other errors). Or, try our new wash-away adhesives that offer good water resistance in ice buckets, but cleanly wash off at 110 degrees Fahrenheit.

Cost-Effective Automatic Equipment Solutions

We offer a complete line of equipment for wineries of all sizes. Whether your business is just starting up, or your business is growing and cannot keep up with production, we're here to help! We have a full array of labeling and filling equipment that can be customized to suit your needs.

Best of all ~ *we guarantee that our filling machine will not change the taste of your wine* (no brass, bronze, zinc, or aluminum). Ask to see our competitors' "product contact material" - you'll be surprised!



Bubbling & Puckering Labels Got You Down??

We offer face stocks with superior wet strength characteristics. They are treated to resist tearing and puckering in moist environments, such as ice buckets. Our labels will maintain their original appearance, even when chilled.



Why Pressure Sensitive?

There are numerous advantages to labeling with pressure sensitive (p-s) labels versus the traditional glue-on labels. There are lower capital costs, lower maintenance costs, no messy glue to contend with, and p-s labels are easy to use! The changeover from one label design to another is a breeze, allowing you to produce several different label versions. With p-s, there is much less label waste from tears, jams, and mislabeled bottles. There are even recycling programs available for your liner waste.

Still not convinced to switch to p-s? Consider this: p-s technology provides greater design and production flexibility with fewer limits on label shape and size! Your designs look better and get to market faster. No other label technology offers the same combination of brilliant graphics, intricate die cuts, and virtually invisible edge lines. This, along with the variety of face stocks, special inks and foil decorations, will result in an enduring label with high-quality graphics for an exceptional look!

Last but not least, we can also help you to produce personalized labels for weddings, birthdays, and other special occasions. McCourt offers blank wine bottle labels in sheet and roll form specifically-designed for your printer make and model.