

MORE LUCE FOR YOUR BEST VINTAGES

LUCE WAS LAUNCHED ONE YEAR AGO. RITRAMA NOW REVEALS THE SECRET OF THE SUCCESS OF THIS LATEST ADDITION TO ITS FAMILY OF PAPER-BASED WINE LABELS

Caponago, 12 February 2018 – “Don’t judge a book by its cover”, it is often said. What may be true for books, is not necessarily so for wine. An attractive label applied to a simple bottle can make a tremendous difference to its shelf presence. There are umpteen ways and an infinite number of materials to make a statement and ensure that a good bottle of wine catches the eye. A label identifies a wine in the eyes of the consumer. It tells the history of the wine, its personality, its quality, the way it tastes and smells.

In recent years the trend in wine labels has focussed less on aesthetics and more on researching the use of simple, textured materials; the texture has not been important in itself but seen more in terms of its unique technical properties for the printing process.

LUCE is Ritrama’s response to the need for an aesthetically pleasing label. The latest addition to the Ritrama family of special papers for wine labels and part of the Wine & Spirits collection, LUCE, was launched officially one year ago and has proven a most innovative product, making it one of the biggest successes of recent years. LUCE is a white natural paper, opaque and quite thick. It has a texture that feels a little rough and is made from virgin cellulose and synthetic fibres. How does it differ from other natural papers? The real particularity of LUCE is the watermark effect produced when it is hot printed.

Industry experts know how complex it is to produce traditional watermarked paper. It is a very intricate and expensive process requiring huge purchase volumes. With LUCE, however, you can produce even very complex watermark images without inks or foil simply by applying pressure with the printing group normally used for hot lamination. This method of printing with LUCE gives printers the possibility of adding a personalised watermark effect even to small runs of material, with significant time and cost savings compared to the traditional technique.

LUCE is particularly suited to labelling white and rosé wines with the play of light and transparency optimising the special attributes of the materials. LUCE is available to order in the standard and barrier versions.

For further information: www.ritrama.com

ABOUT RITRAMA

Founded in Italy in 1962 Ritrama, an Italian multinational company, is the leading independent supplier of self-adhesive material in Europe and one of the worldwide key players. With more than 1000 employees and 24 facilities located throughout the world, it is considered the largest family-owned company in the self-adhesive industry. Ritrama offers a wide range of products grouped into five divisions - Roll Label, Graphics, Offset Sheets, Industrial and Polifibra. Coating sites and R&D departments are located in Europe, America (North and South) and the Far East. A modern centralized logistics platform is located in the Headquarters in Caponago (near Milan). Ritrama materials are applied in countless highly specialized and commodity industries such as visual communication, food, pharmaceutical and wine labelling, offset and screen printing, industrial labelling and anti-counterfeiting. The Ritrama group has an extensive network of distributors present all over the world to ensure a local "just in time" delivery of the products.

RITRAMA SpA
Headquarters Slitting & Distribution Centre
Via Senatore Simonetta, 24
20867 CAPONAGO (MB)
Tel. 02 9554591 - Fax 02 95545901
info@ritrama.com