

RITRAMA: BRONZE LABEL AT THE INTERNATIONAL PACKAGING COMPETITION 2018.

Caponago, April 24th 2018 – Elegance and simplicity: these are the ingredients with which the label designed and printed by Umbralabel label company won, the last 15th of April, the third prize at the International Packaging Competition, the "Great Label Award" organised every year by Vinitaly.

The prestigious award was possible also thanks to the long and fruitful collaboration between Ritrama and Umbralabel. In fact, Ritrama supplied the material used to create the winning label. It is a 60 µ transparent polypropylene for front and back labels and a 60 µ white pearlescent polypropylene for the collar. Both materials are very suitable for the creation of labels with high visual impact and the high degree of transparency confers a "no-label look" effect that contributes increasing the elegance and refinement of the bottle.

All characteristics that have contributed to best represent the ideas of the creator of the winning label, *Marcello Berio*: *"Together with my graphic office, from the very beginning; we decided to start from the drop of oil that comes down the bottle. A trivial idea, yes, but to be realised in a non-trivial way.*

Elegance and simplicity, then. Yes, but if there is a Ritrama product to support it, the award is guaranteed.

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.