

## ECONOMICAL SMALL QUANTITIES

# New print process creates *striking* wine labels

**BY** Dennis Mason

Talk to Jim Pfeiffer for 15 minutes, and the term *Renaissance Man* comes to mind. Talk to him for 30 minutes, and you will probably hear the word *terroir*. Pfeiffer, with his wife Laura, is the brains behind Turtle Run Winery, located in southern Indiana near the Ohio River.

### The dream begins

For the Pfeiffers, Turtle Run Winery is the realization of a dream that began in

1993. Pfeiffer finished his college education, where he took an eclectic variety of courses, including business, marketing, finance, computer science, physics, botany, and geography. He found the geography and botany courses particularly intriguing and began to explore the world of wine and where it is grown. The synergy of his college courses set Pfeiffer on a course to find the ideal location in the U.S. for viniculture – taking into consideration climate, soil, altitude, and myriad other factors.

“We saw that the wine industry was highly fragmented,” says Pfeiffer, “and we believed that we could create value by selecting the ideal location for producing quality wines. A winery would give us the opportunity to meld science and marketing in a business of our own.” After a four-year search, Pfeiffer purchased a farm near Corydon, Indiana, and planted his first vines in 1998.

“*Terroir* – a French word with no precise English equivalent – drove my search. The term embodies all the agrarian and climatological factors that produce good wine grapes, and I found the ‘perfect storm’ of these factors at what is now Turtle Run Winery.”

### Open for business

An eager, passionate believer in the science involved, Pfeiffer was even able to convince a local banker that his scheme would produce profits in an area virtually unknown for growing grapes and making wine. The Pfeiffers harvested their first grapes in 2000, and opened their winery to the public early in 2001.

“The area near Corydon, Indiana, is quite similar to that in the Burgundy area of France,” adds Pfeiffer. “Our limestone and clay is unlike that anywhere else in North America. Our perfect limestone permits water and minerals to flow to the vines, and that enables us to grow grapes that are complex and to produce award-winning wines. In the wine business, site selection is incredibly important.

“Although many people regard France as one vast vineyard, in fact only 5% of the land is actually suitable to grow wine grapes for which the entire country is known. In addition to the right soil, factors for success in wine include weather, altitude – even the slope of the vineyard toward the sun.”

Today, Turtle Run Winery is gaining recognition in southern Indiana, and others, noticing the Pfeiffers’ success, are developing wineries in the area. Turtle Run Winery has seen visitors from many states. Weekends at the winery attract musicians and wine lovers, and Pfeiffer conducts wine classes teaching the subtleties of tasting and pairing with foods. But to sustain his success, Pfeiffer needs broad distribution. Marketing Turtle Run wines on a broader scale is critical.



## TURTLE RUN WINERY

Corydon, Indiana

4,400 cases [2011]

5,000 cases [2012 goal]

11-acre vineyard, 8 x 10 vine spacing (450 vines/acre), crop load = 2.5 tons/acre

Estate varieties grown:

Cabernet Franc, Cabernet Sauvignon, Chambourcin, Traminette, Vignoles, Chardone

Production is 50% estate grapes, 30% purchased Indiana grapes.



**Creating the brand**

Successful distribution in the ultra-competitive wine market necessitates gaining shelf space in many wine shops and liquor stores. “Both distributors and wine shop owners know that attractive labels are the first step in getting consumers to try a new wine,” adds Pfeiffer. “Subsequent sales of the brand – and thus market share – are driven by consumers who return to the store and can readily identify the label and wine that they enjoyed.”

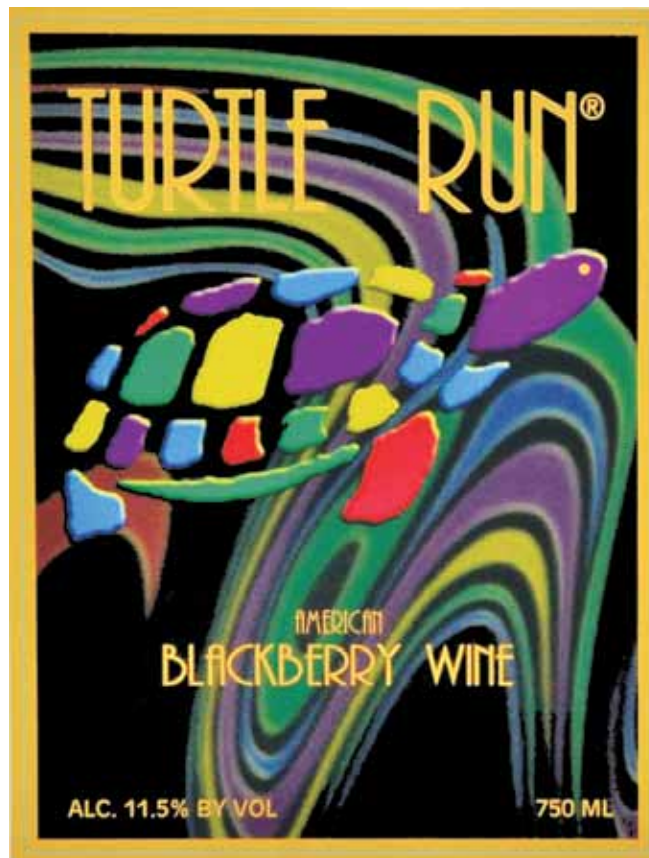
When Turtle Run wines first began to get distribution, Pfeiffer commissioned a label he felt would be strikingly attractive and would prompt ongoing sales of his wines. The prominent stylized turtle on the label evoked the name of the winery, and the idea of a running turtle was whimsical enough to cause consumers to recall the wine.

“Although the label began to receive recognition in the marketplace, I was never quite content with it,” recalls Pfeiffer. “I wanted the turtle to literally pop off the label. We experimented with foil and metallic ink, but nothing produced the effect I wanted. I found it difficult to explain to graphic designers what I wanted, and they had trouble executing.

“Then our label printer invited me to attend a package print forum. I heard a presentation by Color-Logic about a new graphic design software program specifically created to provide enhanced effects with metallic printing. In discussing the graphic design software in greater detail with the printer, we thought it was just the ticket to help my labels achieve their full potential.

“I purchased a seat for the Process Metallic Color System software program from Color-Logic in 2011 and gave it to my graphic designer. The label design created with the system produced the effect I had been trying to achieve, and after 11 years of frustration, I finally obtained the look I wanted. Customers who see it in the wine shop love the new labels, as do those who visit the winery and buy from us direct.”

“Brand and product managers are rapidly adopting the Color-Logic process to differentiate their products from competitors in the marketplace,” says Color-Logic Director of Sales and Marketing Mark Geeves. “The superb metallic special effects enable brands to truly stand out on store shelves.”

**Production process**

Turtle Run pressure-sensitive labels were printed by Innovative Label Solutions (ILS) of Hamilton, Ohio. ILS – a licensed and certified Color-Logic printer – produced the labels on an HP Indigo digital printing press, using four-color (CMYK) inks plus white ink layers on a silver metallic substrate.

“The metallic effect is not from ink, but the substrate shining through,” explains Kathy Popovich, Director of Marketing for ILS. “It is definitely not metal decoration in the conventional sense (hot or cold foil). Where the metallic look is not required, white ink is laid down as a background for the CMYK inks. Moreover, by screening the CMYK inks, and providing patterns within the white layers, more than 250 different metallic hues may be created with just five inks.

“The Color-Logic process is a perfect match with the digital printing platform. Digital printing involves perfect registration and the ability to create intricate design elements because there are no plates and no trapping. Vignettes and screens reproduce beautifully. This is paramount for the Turtle Run labels.

“Because digital printing is economical even for very small minimum quantities, Jim Pfeiffer can submit an order to ILS Labels to include from four to ten different wines on one press run, with a different quantity for each wine label. Doing this, he can better manage his inventory by buying only the labels he needs, and still keep his costs well below what he was paying previously.”

**California, here we come!**

Color-Logic fits neatly into Pfeiffer's plans for marketing his wines and expanding distribution across the Midwest. “Building a brand is always incredibly difficult for a small winery – particularly so for one located in an area not widely known for producing quality wines,” says Pfeiffer. “As a result, many small wineries add sugar, producing unbalanced sweet wines often found outside California. At Turtle Run Winery, we add no sugar, relying on our unique combination of soil and climate to produce wines that not only do not need sugar, but stand out without it.

“Applying terroir to the process and putting our wine in an attractive package that stays in the consumer's mind is what makes Turtle Run Winery successful in a very competitive market. Color-Logic enables us to truly make our labels sparkle. We are already looking for ways to continue leveraging digital printing with some of the other features of the software to further build our brand. After all, our goal is to gain distribution throughout the U.S., including Napa, California.” ■

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