



labelstolife

NEWSLETTER

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strange birds and exciting labels! the granite belt alternative wine trail

Located in the heart of Queensland's premier wine region: the Granite Belt, Granite Ridge Wines have been producing award winning wines since 1995. Visitors to the vineyard experience aspects of wine-making and sample the many varieties produced. You can also stay the night in their cottage overlooking the vineyard to truly soak up the atmosphere. Part of the Granite Belt's self-drive alternate wine trail known as **Strange Birds**, their boutique hand-crafted *Petit Verdot*, *Tempranillo* & *Verdelho* provide an exciting alternative as the next generation in wine.

Over the years their label has seen a few changes too. A major rebrand in 2008 saw the winery move into a truly modern style with bold colours and a strong logo design. After a little tweaking the design has been refined to its current version – modern and stylish to befit the wines inside. Their success has come from working with clients creating customized wine labels, winning numerous State and National Print Awards for exciting and innovative designs. From exotic skins to Storey Bridges, their custom labels all feature the wines of choice for particular customers. Diversification has been an important part of their business model with clients and ensures there is something for everyone who visits them. Find out more about their award winning wines and labels by visiting their website: www.graniteridgewines.com.au

gift ideas for Christmas

Stuck for ideas? Here's what's **hot** now: **Smartwatches** 'wearable technology' where your watch is your phone is the internet. **Bluetooth Speakers & Power Banks** for chordless speakers to play it loud and for longer life you'll need an 'on-the-go' rescuer! **Fitness trackers** its all about tracking every calorie and cardio movement! What happened to bad hats and chocolates as a gift!



rein-oh-dear!

Norwegian scientists hypothesize that Rudolph's red nose was probably the result of a parasitic infection of his respiratory system. Being forced to lead was part of the process of pushing the infected animal away from the pack. Poor Rudolph! The reindeer pulling Santa's sleigh were actually more likely to have been female (as the males shed their Antlers at Christmas) - The Ladies Deliver Again!



lighthouse label shines

qlm label makers recently won Bronze at the QLD Print Industry Craftsmanship Awards (PICAs). The winning "Lighthouse Series" label for Granite Ridge Wines was a beautiful example of digital print on specialty wine stock, thermal gold foil and intricate digital die-cut. The original design of the labels also won a Silver Medal in 2011. Congratulations to Dennis and Julianne for their inspiring design.



12 weeks of web competitions

Forget singing out of tune about turtle doves and partridges in pear trees – we have been turning our web tiles over to partially reveal an image each day for the 12 weeks of Christmas. From the Sydney Harbour Bridge to the Campbell's Soup Tin we have had winners and gridders guessing madly away. All you need do is like us on facebook to win some fantastic prizes during the festive lead-up.

