



**WPA PRESSURE SENSITIVE LABEL FORUM  
2 MARCH 2015**

As Chair of Wine Packagers of Australia, I thank everyone for attending and participating in our inaugural Pressure Sensitive Label Forum on 2 March. With over 80 participants from the glass, label design, paper manufacturing and contract packaging industries, we can safely say the event was a great success in bringing together the focus "Our Wine Industry – One Supply Chain".

We have continued to move forward with the actions from the Forum regarding paper stocks and adhesives, with discussions being held with both paper manufacturers (Spicers, Raflatac, Avery Dennison) and glass manufacturers (O-I and Orora).

From the open discussions on the day, we have now finalised the WPA Guidelines for Pressure Sensitive Labels and this is published now in a pdf format for easy download. Contract packagers will use these Guidelines as a framework for forming their own Pressure Sensitive Label Specification that is particular to the parameters of their bottling lines.

We have also made available the full presentation should you wish to share this with other members of your company.

It is our intention to hold another packaging Forum early next year.

Kind regards

A handwritten signature in black ink, appearing to read "D. Hutton", with a long, sweeping horizontal line extending to the right.

David Hutton