



Decorated Glass Bottles Guideline

WPA_19

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This WPA Guideline contains information on the manufacture and supply of decorated glass bottles to third party contract packagers.

Where bottling customers are supplying their own decorated glass bottles, they should contact their contract packager to discuss whether this Guideline is sufficient for them or whether they have their own Specifications.

1. Guidance

Most contract packagers have the capability to apply oriented labels either through an orientation mark on the bottle or by the use of bottles with a base lug.

All queries regarding this information should be discussed with the bottling customer's contract packager.

2. Responsibility

Customers must ensure that decorated bottles provided to their contract packager are manufactured with reference to the information contained in this Guideline.

It is strongly recommended that customers check and approve their decorated bottles at the decorator's premises or receive samples for approval prior to delivery to their contract packager.

3. Requirements

Refer to WPA_13 Glass Bottles for further information on the requirements for bottles that are being decorated.

Technical drawings and application specifications together with artwork must be supplied in PDF format to the customer's contract packager at least 28 days before the scheduled bottling date.

The manufacturer's bottle code is to be supplied to the contract packager prior to production for fill and label capability confirmation.

Scuff resistant inks are recommended.

The supplier shall maintain pest control and glass breakage control measures within their production facility. Contract packagers will not accept contaminated pallets or goods.

4. **Orientation Marks and Lugs**

Orientation Marks

Bottles with orientation marks must be compatible with your contract packager's automated bottling lines. The following orientation mark dimensions and design criteria must be adhered to:

- 10mm in length and 4mm wide.
- Minimum of 3mm vertically from the start of all print.
- Contrasting colour to the filled bottle colour.
- Minimum of 170 mm from the base of the bottle.
- Exactly 180° from the centre of any print on the front of the bottle.

Bottles using orientation marks must be assessed and where necessary trialed by your contract packager prior to production to ensure they can achieve label application.

Base Lug

The base lug size must be compatible with your contract packager's automated bottling lines. Technical drawings with dimensions of base lug will be required at least 28 days before the scheduled bottling date.

Bottles using base lugs must be assessed and where necessary trialed prior to production to ensure your contract packager can achieve mechanical label application.

5. **Packing and Delivery**

Detailed information on the packing and delivery of dry goods is contained in WPA_09 Dry Good Packaging and Delivery Requirements.

6. **Recycled Material and Packaging**

Each contract packager has their own sustainability objectives. Where practical dry goods are made using recyclable or recycled materials, packed using recyclable materials and all packaging materials minimised..

7. **References**

Winemakers Federation of Australia – Wine Packaging Guidelines November 2012

www.wfa.com.au