

LABEL ISSUE CHECKLIST

CHECKLIST

Client _____

Job # _____

Date _____

Label

- What is the stock?
- Was this the only type run?
- Is this the first time you have used this stock?
- How long after label manufacture were the labels applied?
- Are there successful applications of this stock we can compare to?
- What % of failure is there?
- Are both fronts and backs failing?
- Can we see a full, untouched case of product for testing?
- Do we have photos and samples?

Storage / Retail Display

- Under what conditions are you seeing the failure? Ambient / In Fridge / After Fridge / Condensated / Ice Bucket
- After what length of time?
- How would you describe the failure? Bubbled / Wrinkled?
- If stored in the fridge what type of fridge and what is the temperature?
- Is the wine being displayed under direct sunlight / lamplight?

Bottle / Cap

- Who supplied the bottles or caps?
- What is the bottle type? What is the cap made from?
- Has there been a change in bottle or cap supply / type?
- Is the bottle surface even? Ruler test, Roll across the table test
- Is the bottle or cap coated?

Application

- Who applied the labels?
- Is this the first time you have used this bottler?
- What is the applicator type? Auto / Hand? Brand?
- When were the labels applied? Time, Date
- Was the bottle filled before or after label application?
- What was the temperature at time of application?
- And the weather conditions? Hot / Warm / Cold / Humid / Damp
- What was the bottle condition at time of application? Wet, Damp, Dry
- Has there been adequate wipe down of the label?
- Was the label failure apparent on the bottling line?
- What was unique about this production run?
- What is the temperature of the storage area? Before and after application
- How long after label application were the labels chilled?
- Are carton dividers used?