06 / APPLICATION NOTES

酒标：从纸面到瓶身

纸面表现与瓶身使用环境，需要同时确认。

01 先描述使用环境

说明是常温陈列、冷藏、凝露还是冰桶场景。明确接触时间与预期外观，由项目相关方确定验证方法；不把耐湿与完全防水混为一谈。

02 按完整标签结构选材

面纸不是完整的不干胶标签。还需要由标签加工方确认胶黏剂、底纸、瓶身材质、表面状态、曲率与贴标条件。纸面效果好，不等于贴瓶性能已经验证。

03 在实际瓶型上观察

用目标瓶型制作印刷、烫印与模切后的样件。按约定条件检查起翘、皱褶、纸面外观和印层变化；留存照片、条件与样品编号。

04 协调主标、颈标与外盒

将主标、颈标和外包装一起比较色彩与光泽。不同纸面或曲面上的同色名不保证视觉一致，各部件分别批准，再检查组合效果。

选材与加工须以具体纸款、实物样品和项目试验确认。参考资料用于理解工艺，不代表齐力产品已具备同行材料的技术参数或认证。

参考阅读 / Further reading

Fedrigoni / Wine and spirits labels

06 / APPLICATION NOTES

Paper for wine labels

Assess the surface together with the bottle and its use conditions.

01 Define the service conditions

Specify ambient display, refrigeration, condensation or ice-bucket use. Agree exposure and appearance criteria with the project team. Moisture resistance and waterproof performance are distinct requirements.

02 Specify the label construction

Face paper alone is not a finished self-adhesive label. The label converter must confirm adhesive, liner, bottle material, surface condition, curvature and application conditions. Appearance alone does not qualify adhesion.

03 Trial on the intended bottle

Apply printed, foiled and die-cut samples to the actual bottle. Under agreed conditions review lifting, wrinkles, paper appearance and the printed layer. Retain photographs, conditions and sample identities.

04 Coordinate the complete pack

Compare the main label, neck label and outer pack together. The same colour name need not look identical across surfaces or curves. Approve each component and then the combined presentation.

Confirm selection and processing with the specified grade, physical samples and project trials. Further reading explains processes; it does not qualify QiLi materials to another supplier’s specifications or certifications.

Further reading

Fedrigoni / Wine and spirits labels