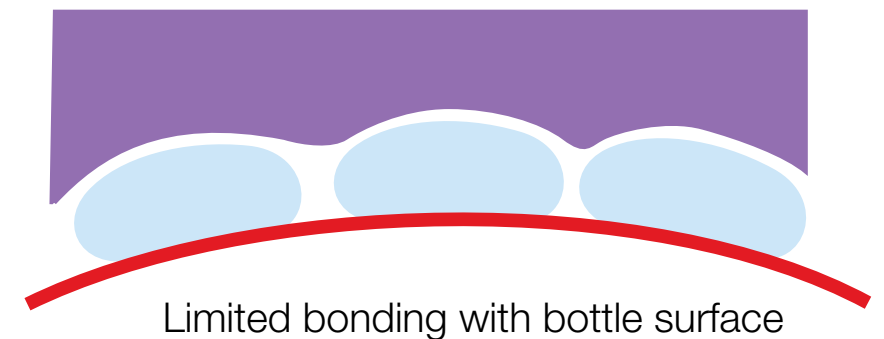


# Wine & Spirits Aqua Stick Portfolio

## The Need

- ▶ Condensation appears on bottles when:
  - Sparkling wine is extracted from a cooled tank to fill bottles at room temperature
  - Traditional wine bottles are stored in a cool cellar for maturation but labeled at room temperature.
  - Wine labeled by portable bottlers in trucks encounters unpredictable weather conditions including rain, dew, etc.
- ▶ Bottle condensation reduces bonding between the label and bottle making:
  - Consistent label positioning difficult
  - Use of pressure-sensitive labelling impossible
- ▶ In the past, wine producers had to use wet glue or expensive, loud and energy-consuming dryers

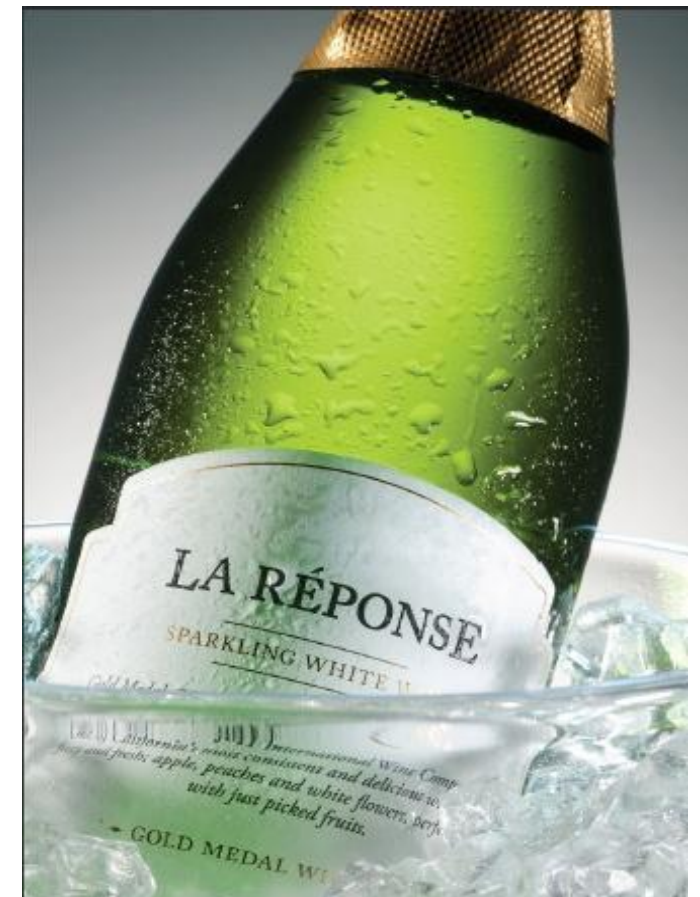


# Wine & Spirits Aqua Stick Portfolio

## The Solution: Aqua Stick Portfolio featuring Z3338

A new emulsion adhesive combined with wine paper facestocks.

- ▶ Z3338 absorbs condensation to allow bonding between the label and bottle
- ▶ Launched in North America, its name comes from the bracket of temperature (in Fahrenheit) at which labelling of wine is critical (between 33°F and 38°F/-1.5°C and 3°C)

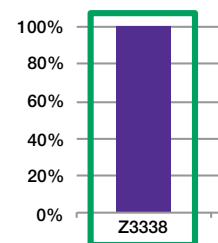


# Wine & Spirits Aqua Stick Portfolio

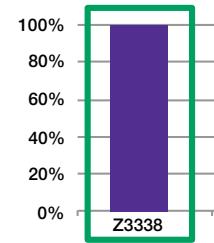
## Value Generating Benefits

- ▶ Recommend self-adhesive solutions with confidence
  - Opens new markets for pressure-sensitive labels for converters and brand owners.
  - Z3338 is a standard emulsion adhesive so labels convert and dispense like any other pressure-sensitive label – easily!
  - Can be used on any kind of wine paper material.
- ▶ Aqua Stick range provides:
  - Unmatched in-line, wet-applied label positioning at 600 bottles per minute
  - Improved quality and reduced scrap by up to 2% due to consistent label placement – important in high-end bottling
  - Quicker changeovers versus cut and stack for up to 5% improvement in bottling efficiency
  - Increased shelf appeal and enhanced design flexibility provided by pressure-sensitive materials

Correct Label Placements



Effective label Adhesion in Wet/  
Cold Environment



Cold Box Testing  
Amount of Edge Lift

