nagels
Individualized wine labels that
make your wines unmistakable.

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An individual wine label underlines the uniqueness of your wines. Our labels combine **high-quality design**, first-class materials and innovative technologies to present your products in a distinctive way.
They offer a way to visually emphasize the quality and character of your wine, creating a special connection with your customers. A thoughtfully designed label can turn your wine into a coveted collector's item, and not just because of its contents.

We print labels that make an impression.

Our classic finishing techniques for your labels

Hot foil stamping

With hot foil stamping, you can achieve a high-quality, glossy finish that enhances the look and feel of your labels. Whether lettering, surfaces or contours - embossing gives your labels an exclusive touch and creates an unforgettable impression. You can choose between wet glue and adhesive labels.

Blind embossing

Blind embossing allows you to create tactile elements without using ink. Raised contours create exciting light and shadow effects that emphasize the feel and look of your labels.

Protective coating

A protective coating protects your labels from mechanical damage and gives them a brilliant, glossy finish. This resistant coating ensures that your products are better perceived.

Foil lamination

Foil lamination, in which a protective laminate is applied in a glossy or matt finish, provides special protection and shine. This technique is more robust than conventional varnish and increases both the visual and tactile value of your labels.

Relief embossing

Relief embossing combines blind and hot foil stamping to create a three-dimensional effect. Several processing steps emphasize different levels and make your labels a real eye-catcher.

Spot varnish

Spot varnish provides targeted accents. Individual areas of the label are selectively highlighted, creating a unique appearance. This method is precise, resource-saving and ideal for exclusive finishes.

NFC tag labels

Turn your wine label into a smart label - turning the enjoyment of your wine into an interactive, digital experience. With integrated NFC tags, you create a direct connection to your customers. A quick scan with a smartphone is all it takes to access digital content such as origin history, tasting tips or special promotions.

Blockchain technology meets smart labels: The collaboration between nagels and dVIN Labs

Background

For the launch of dVIN Labs' new blockchain-based platform, the company relied on nagels' innovative digital labels. The aim was to transform wine bottles into interactive products that offer consumers real added value while demonstrating the possibilities of blockchain technology.

Solution

nagels developed high-quality labels with integrated NFC chips that were placed on the wine bottle. These labels link physical products with the blockchain and enable secure and user-friendly interaction via smartphone.

- 3,000 limited edition champagne bottles have been fitted with smart nagels labels.
- The labels store cryptographic signatures and enable the airdrop of $VIN tokens, the luxury wine industry‘s first digital currency.
- With a simple tap on the label, users can claim their tokens and unlock further interactions.

Results

This novel combination of blockchain and physical products marks an innovative development in the wine industry. The nagels labels were convincing:

- **Elegant design:** Harmonious integration into the luxury look of the wine bottles.
- **Smart technology**: Secure storage and easy interaction for consumers.
- **New possibilities:** Creating an interactive, digital experience for customers.

With innovative solutions, nagels offers an ideal basis for smart applications and thus strengthens customer loyalty in an increasingly digitalized market.

NFC-label

Fluorescent label

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