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3 RS30: A high performance adhesive



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Our approach to customer service – Full-bodied, with a generous pour



UPM Raflatac treats wine makers as reserve clients, with 24-hour service to the Napa Valley region. When paired with a product portfolio that's the most diverse in our industry, it's easy to see why we've become a brand that synonymous with quality and reliability.

Simply place an order by 12:00 noon PST, and you will receive your order the next day. Our delivery accuracy is greater than 99 percent, giving you the peace of mind you need to optimize just-in-time manufacturing processes. We stock 25 wine products at our California facility, all of which

are offered trimless at 5,000 feet, to reduce customer waste and unwanted rolls. And over 95 percent of our rolls are delivered splice-free, maximizing printers' throughput. Now that's service with style, a customer-focused approach we call the "Raflatouch".

For best-in-class labels, call the UPM Raflatac

Cabs. Chards. Zins. Whatever the varietal, hard work and artistry goes into making a vintage. The same is true of our pressure sensitive wine labelstock portfolio. We've collaborated with printers, wineries and material manufacturers to develop face materials, adhesives and liners that perform in a wide array of environmental and usage conditions, while supporting the creative print work and artistry our customers use to capture the eye of bon vivants everywhere.



Sustainability takes UPM Raflatac back to the earth

The wine industry depends upon a healthy Earth, so it's in everyone's best interests to green their business practices. UPM Raflatac has been a global leader in sustainability for years, working diligently to reduce the environmental impact of our production processes. And with ISO 14001:2004 certification, which we've won for all of our European labelstock manufacturing facilities, our North Carolina factory and, in the

very near future, our Illinois facility, we've demonstrated our commitment to continuous improvement. Don't forget to check out ENVI®, an FSC-certified, 100 percent recycled content, premium smooth, ultra white, wet strength wine face paper. It's available with our RS30 adhesive and a 1.2 mil. PET liner, as part of our environmentally friendly RafEco™ product line.

wine experts

All of UPM Raflatac's wine paper facestocks are wet strength, allowing them to withstand moist and dry storage conditions and ice bucket immersion. Most of our winestocks are available with your choice of two exceptional adhesives: RS30, which offers clean removability for up to 30 minutes but passes the ice bucket test after becoming permanent in three hours, and RW110F, a standard permanent adhesive which provides warm water wash-off. And we offer a choice of liners – 44# PK or PET.

"UPM Raflatac is definitely a lead player in the wine labeling industry when

you put the whole package together," says **David Chappell**, Territory Sales Manager for the Northwest region. "With our high quality wine product range and our exceptional service offering to the Napa Valley region, we are prepared to meet the needs of a broad range of customers – from boutique wineries to large-scale vintners."

Want to see our products in action? Request a copy of our swatchbook, which features high quality printed samples of all of our wine materials.



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RS30:

A high performance adhesive that's ice bucket approved

UPM Raflatac's top-performing wine adhesive, RS30, provides you with good initial tack, becoming permanent after three hours on the bottle. And you can count on RS30 to pass the all-important ice bucket test. RS30-affixed labels resist moisture without flagging, ensuring that the customer experience with branded products is a positive one.



UPM Raflatac's HP Indigo-compatible products bring a depth of field to digital printing

Quality, affordable labels in a snap? Wine makers and converters alike see eye-to-eye on the ability of HP Indigo digital printing and UPM Raflatac label products to deliver a photo-quality finish. Our winestocks are perfect for the HP Indigo ws2000 digital press and the ws4000 family of presses. (Companies who are using HP Indigo's ws6000 digital press should contact us for a list of products that are qualified for this press.) And with next-day delivery to the Napa Valley, California region, and all of our wine products available trimless at 5,000 feet, we keep the focus on our customers, making it easy to do business with us.



UPM Raflatac at the Unified Wine & Grape Symposium

UPM Raflatac will be on-hand at the Unified Wine & Grape Symposium, which takes place in Sacramento, California, January 26-29, 2010. At the event, the company will be presenting its versatile, high performance product range for the wine industry – and will be promoting its industry-leading wine adhesive, RS30.

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