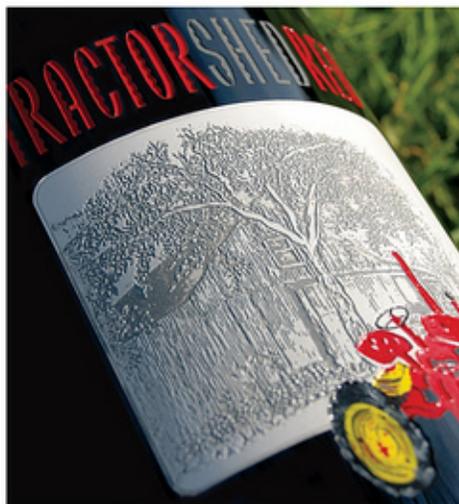
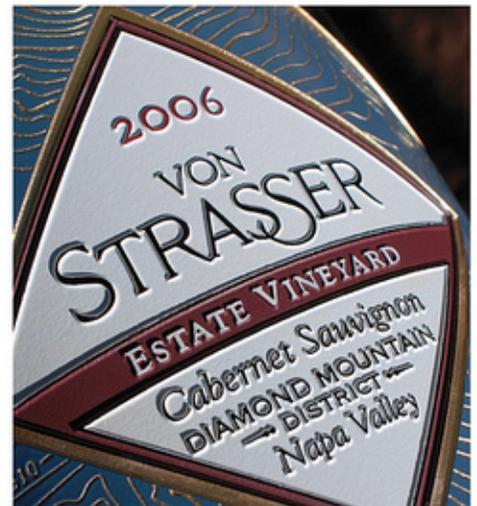
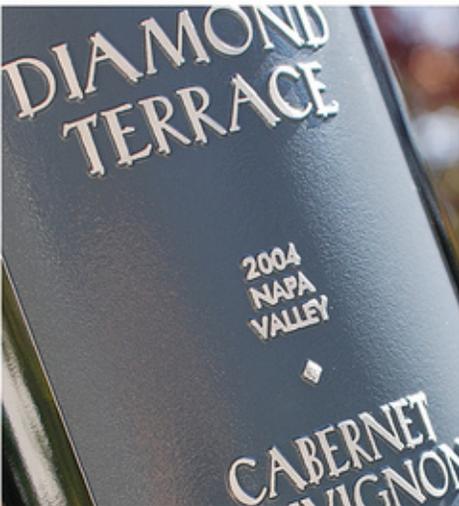
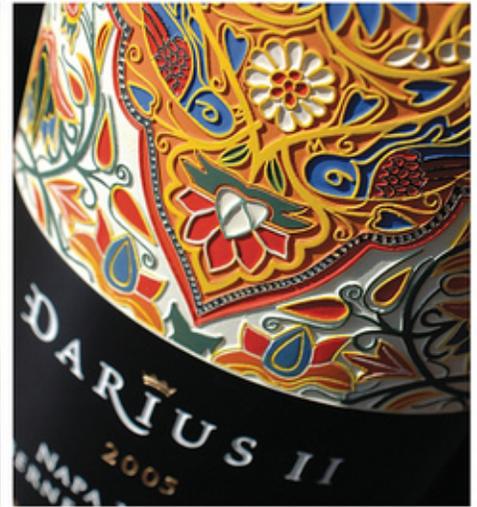




THE PREMIER WINE BOTTLE ETCHING & PAINTING COMPANY

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Wine Bottle Etching and Painting
NoChip Dip® Sealing/Dipping "Wax"
Wine Bottle Blackening



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INTRODUCTION TO ETCHED IMAGES

Wine has been called liquid art; at Etched Images, our goal is to create works of glass art that reflect the quality and uniqueness of the bottles' contents. Our artisans carefully deep etch and hand paint your bottles with your logo, label or message, to create a lasting impression.

Established in 1992, Etched Images has earned a reputation for high quality design execution, workmanship and service. 1992 also marked the year we introduced our innovative dipping wax, NoChip Dip®. Another early innovation, developed by David Lincoln, was a process for blackening bottles. Simulating a full bottle of red wine, a blackened bottle is a cost-effective marketing tool.

Staffed by skilled technicians and artists, Etched Images has in-house capability for, computer-enhanced design, with coloring and waxing techniques seldom found in standard etching organizations. We are truly proud of our relatively small but handpicked staff and our great reputation!

STU McFARLAND

President & Co-Founder
stu.mcfarland@etchedimages.com

LORI ECKERT

Vice President of Operations
lori@etchedimages.com

CARLOS BAUTISTA

Production Manager
707-252-5450

ANDREA RENDON

A/R-A/P Specialist
andrea@etchedimages.com

NEIL McFARLAND

Digital Artist & Webmaster

SANDRA CARILLO

Digital Artist

Bonded Warehouse BWC-CA-5999
Climate Controlled Wine Protection
Alcohol Beverage License Type 20



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WHAT WE DO

WINE BOTTLE ETCHING & PAINTING

Hand-etched and painted wine bottles

Skilled artisans

WINE BOTTLE BLACKENING

The process we invented to give display wine bottles a filled appearance

DIPPING “WAX” – NoChip Dip® & LowTemp Dip®

NoChip Dip® - Nineteen (19) colors, including five metallic colors

LowTemp Dip® – Six popular colors

We can dip your bottles or sell you NoChip Dip® by the pound

Tear tape application

Wax capsule stamping

SPECIAL PRODUCTS & SERVICES

We sell large format bottles, corks and shippers

Wine bottle corking

Capsule spinning for 750ml wine bottles

Kodak Traceless Application – Protect your brand against counterfeiting and product diversion

Tissue wrapping, product packaging and case labeling with your SKU number

Shipping via UPS, FedEx or common carrier

Climate controlled wine protection - refrigerated (60 degrees)

Bonded Warehouse (BW 5999 CA)

Alcohol Beverage License Type 20

With rare exception, our labor-intensive process does not lend itself to hand-etching and hand-painting thousands of 750ml bottles. Depending on the complexity of the artwork, pricing begins at \$16.00 each for an order that exceeds 289 750ml bottles. That is why it is unlikely that you will see our craftsmanship on grocery store shelves.

Etched Images has earned a reputation for high-quality design execution, workmanship and service, thus positioning the Company as a market leader.



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SOME OF OUR CLIENTS

Ackerman Family Vineyards
Amapola Creek Vineyards
Andretti Wine Group
Andrew Geoffrey Vineyards
Araujo Estate Wines
Artiste Winery
Audelssa Estate Winery
Augusta National Golf Club
B.R. Cohn Winery
Bacio Divino
Bank of America Securities
Barnett Vineyards
Bello Family Vineyards
Beringer Vineyards
Bouchon – Yountville
Brewer-Clifton
Brown Estate Vineyards
Cakebread Cellars
Caymus Vineyards
Ceja Vineyards
Chase Family Cellars
Childress Vineyards
Chateau Montelena Winery
Clark-Claudon Vineyards
Clos du Val
Colgin Cellars
Constellation Wines U.S.
Continuum
Conway Vineyards, Inc.
Cornerstone Cellars
Crimson Wine Group
CrushPad
Dalla Valle Vineyards
Darioush Winery
Darms Lane, LLC
David Arthur Vineyards
Diageo Chateau & Estate
Diamond Terrace Vineyards
Domaine Chandon
Dominus Estate
Downing Family Vineyards
Dry Creek Vineyards
Duckhorn Vineyards

Dunham Cellars
Dutcher Crossing
Eberle Winery Ltd.
Ehlers Estate
Far Niente Winery
Fess Parker Winery
Fetzer Vineyards
Flora Springs Winery
Folio Wine Company
Frank Family Vineyards
Frank McPherson Winery
Gainey Vineyard
Groth Vineyards & Winery
Hagafen Cellars
Hahn Estates/Smith & Hook
Hall Wines
Harbison Wines
Harris Estate
Huneus Vintners
Infineon Raceway
James Cole Winery
Jessup Cellars
Jordan Vineyard & Winery
Joseph George Distributing
Joseph Phelps Vineyards
Karl Lawrence Cellars
Karly Wines
Kendall Jackson Winery
Kenzo Estate
King Estate Winery, Inc.
Kosta Browne Wines
Lail Vineyards
Laird Family Estates
Larkmead Vineyards
Leonesse Cellars
Lewis Cellars
MacPhail Family Wines
Matanzas Creek Winery
McManis Family Vineyards
Melville Winery
Meredith Vineyard Estate
Meteor Vineyards
Miner Family Vineyards

Nickel & Nickel
Oakville Ranch Winery
Oakville Winegrowers Assn.
Opolo Vineyards
Page Wine Cellars
Pahlmeyer Winery
Palmaz Vineyards
Paradigm Winery
Parallel Wines
Patz Hall Wine Company
Peju Province
Peter Michael Winery
Pine Ridge Winery
Plumpjack Winery
Pride Mountain Vineyards
Quintessa
Rabobank
Renteria Wines
Revenant Wines
Robert Sinskey Vineyards
Rocca Family Vineyards
Rodney Strong Vineyards
Rombauer Vineyards
Royal Caribbean Cruise Lines
Scheid Vineyards
Sea Smoke Cellars
Seavey Vineyards
Seven Stones Winery
Staglin Family Vineyard
Stag's Leap Wine Cellars
Switchback Ridge
Terry Hoage Vineyards
Tinhorn Creek Vineyards, Ltd.
Treasury Wine Estates
Trefethen Vineyards
Tudal Winery
Two Hands Wines
V. Sattui Winery
Venge Vineyards
Vineyard 29
von Strasser Winery
Wells Fargo Private Bank



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WHAT OUR CUSTOMERS SAY

"Etched Images has done a fantastic job for us. Their quality and craftsmanship are unmatched. No one has been able to duplicate the ancient Roman coin on our label until the artisans at Etched Images."

Keith Hargrove, *Bennett Lane Winery*

"We have been working with Etched Images since the founding of Merry Edwards Pinot Noir brand in 1997. They do excellent work, with attention to detail and we always receive our order in a timely manner. The painters seem to have fun with our label; this year they even shaded my thumbnail shown holding a grape cluster!"

Merry Edwards, *Meredith Vineyard Estate*

"At Bacio Divino, we have continually received high praise from customers who have purchased hand etched and hand painted jeroboams. The personnel at Etched Images combine flawless craftsmanship with a zest for creativity that is unparalleled in our industry."

Claus Janzen, *Bacio Divino*

"Having holographic foil on our paper label made it extremely difficult to reproduce, but Etched Images not only figured out a way, they created such a unique look that we have a following of collectors buying the bottle as much for its beauty as its contents. We really appreciate their commitment to quality in the five years we have worked together."

Maureen Taylor, *Diamond Terrace*

"... Lori, Carlos and the whole crew did a masterful job in managing this detail-heavy project for us, time and time again. Hand labeling 300 individually numbered magnums, keeping track of incoming and outgoing parts and sample requests, and delivering early just goes beyond the call of duty. The customers have been raving about the entire package and we have gotten re-orders from some already. This wouldn't have been possible without your customer-focused team. Our gratitude is immeasurable, and we place Etched Images right on the top of our favorites list!"

Lisa Dolan, *Lail Vineyards*

"Efficient, prompt, accommodating, always friendly--the best service in the valley."

Tona Kovacevic, *Rombauer Vineyards*

"We have used many etching companies in the past, and given the intense detail of our label; no one has come close to replicating it with the kind of quality, craftsmanship and artistry that von Strasser Winery was searching for until we found Etched Images."

Mark Skinner, *von Strasser Winery*

"Etched Images has been able to develop an impressive and distinguished package that complements our ultra-premium Olive Hill Estate Cabernet Sauvignon. We have counted on them to deliver consistently high quality large format bottles, and they have exceeded our expectations each time."

Bruce R. Cohn, *B.R. Cohn Winery*

"Sure, the artwork and craftsmanship is great, but what really pleases me about working with Etched Images is their attitude and service. They've gone out of their way to accommodate me more than once, and every staff member I've met has a great attitude. I'll keep coming back because they understand what "service" means."

Rusty Eddy, *Vintage New World*

"The quality of craft at Etched Images is impeccable. Every vintage, we're secure in knowing that each bottle delivered will return to us as its own masterpiece--stunning, both inside and out!"

Dan de Polo, President, *Darioush*

"Etched Images knows how important each and every detail is to us and they always deliver an outstanding product with great customer service."

Kim Stare Wallace, *Dry Creek Vineyard*

"Opolo Vineyards has been thrilled to work with Etched Images over the years. Their superb customer service and a product that continually exceeds our highest expectations makes them the ONLY choice for all our custom etched bottle needs. Thank you Etched Images for a job well done!!"

Rick Quinn, *Opolo Vineyards*

"I have been extremely happy with Etched Images' quality & efficiency. For all of our etched bottle needs, Etched Images continues to be our choice."

Natalie Bell, *Hall Wines*



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ETCHED BOTTLES PRICING FOR WINERIES

Every step of the wine bottle etching and painting process varies on the complexity of a given wine label. There is more than one way to replicate a wine label from simple (lower cost), to complex (higher cost), to very complex (highest cost). That's why it is important for us to get a feel for your budget before producing a cost quotation.

Some general information:

The initial artwork setup is \$245 for the front label, \$275 for both front and back. Future artwork retrieval (to change a label's vintage, for instance) is \$50.

Artwork requirements – CC AI file with fonts outlined. Please refer to the “*Artwork Requirements*” page of this brochure for alternate artwork format options.

A quotation takes into account the complexity of your label art, your budget, and the size(s) and quantity of bottles. Our price breaks are as follows:

- 1-4 bottles
- 5-23 bottles
- 24-60 bottles
- 61-100 bottles
- 101+ bottles

For your convenience, we can supply large format bottles (1.5 liter to 12 liter), corks and shippers.



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ENHANCE YOUR TASTING ROOM AND WINE CLUB SALES

Create a buzz in your tasting room or with your wine club by displaying large format bottles in your tasting room and featuring them in your club newsletter.





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FINE ART CANVAS INSERTS

Have your art reproductions, portraits and photographs printed onto canvas then adhered to an etched recess in your bottles. The canvas labels look like paintings and used in conjunction with etching and painting, can be the most cost effective way to achieve a custom, full color rendition of your art on bottles. Prices quoted in conjunction with your etching project.





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ARTWORK REQUIREMENTS

We use both PC and MAC computers for all artwork design and artwork e-mail processing.

We would like to receive the following:

- Electronic artwork sent in a Zip file or Adobe Illustrator, emailed to **andrea@etchedimages.com**, or mail us a CD, *or*
- Camera-ready artwork with high contrast black and white Photostat or art board bearing sharp, precisely defined edges and outlines

Additional requests:

- Convert all fonts to outlines
- If font-to-outline conversion is not possible, please include the fonts along with the file containing your artwork

Software currently used by Etched Images:

- Adobe Illustrator CC
- Corel Draw! 11
- Adobe Photoshop CS5

File types that work best for etching:

- Adobe Illustrator (.AI file) – please outline fonts or include font file in a true type format (.TTF)
- Adobe Illustrator (.EPS file) – please outline fonts or include font file in a true type format (.TTF)
- Adobe Photoshop (.PSD file) with a resolution of 300 dpi or better
- Corel Draw! (.CDR file)
- .TIF files with a resolution of 300 dpi or better

Paper proof:

- A paper proof will be faxed to you for your sign off and final approval



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**ETCHED BOTTLES
PRICING FOR CORPORATE ACCOUNTS AND SPECIAL OCCASIONS**

Deep hand-etched (sandblasted) and painted bottles:

	Number of Cases	2-6	7-16	17-24	25+
	Number of Bottles	24-72	73-192	193-288	289+
<i>Best Value!</i> 1-Color <i>Metallic</i> paint*		\$17.60	\$15.84	\$14.96	\$14.08
1-Color <i>Enamel</i> paint		18.15	16.34	15.43	14.52
2-Color		19.97	17.97	16.97	15.98
3-Color		21.97	19.77	18.67	17.58
Artwork Set Up Fee		\$85.00			
Future Artwork Retrievals		\$15.00			
Label Removal (when appropriate) add 2.10 per label					
Matching PMS colors will add \$2-\$10 per bottle					
Name personalization \$5.50 per bottle (different name on each bottle)					

*Gold, Silver or Copper

Please note there is a two-case (24-bottle) minimum on etching orders. This per bottle pricing reflects the cost for etching standard 750ml bottles and does not include the purchase of wine, or shipping costs.

We offer a California Cabernet Sauvignon house wine for purchase; your cost would add \$14.00 per standard 750ml bottle to the pricing quoted above. Or, you may provide your own wine bottles for etching. For additional wine selections, we suggest you contact your favorite winery or shop online. The wineries and online wine shops can ship the wine directly to us. We can then etch the bottles with your chosen artwork and have them shipped to your specified location.





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NoCHIP DIP® “WAX”

Benefits:

- The wax with the shine!
- No chipping or flaking.
- Meets FDA regulation 21CFR175.105; made in the USA.
- May be melted and reused again & again.
- Nineteen (19) colors in stock.
- One (1) pound will dip approximately 50-60 750ml bottles or 25-30 3L-6L bottles.

# Pounds	1-5	6-20	21-40	41-99	100-249	250-499	500+
\$ per Pound	\$16.32	\$12.95	\$11.26	\$9.89	\$8.42	\$7.89	\$6.47

Have a pallet (1,350 pounds) drop-shipped to you for \$6.03 a pound, freight included. Multiple colors must be ordered in 50-pound increments.

Dipping Wax Starter Kit \$110.00 – Includes one (1) Melting Pot and five (5) pounds of wax (your color choice).



Bottle Dipping Services - We'll Dip the Necks of Your Wine Bottles in NoChip Dip® for You:

# Cases		½-1	2-10	11-23	24-50	50+
# Bottles		6-12	13-120	121-276	277-600	600+
Btl Size:	Price per Bottle					
750ml	\$6.00	\$5.70	\$2.95	\$2.50	\$2.25	\$1.75
1.5L	8.00	6.80	3.85	3.50	3.15	2.85
3L	9.50	8.08	4.25	3.90	3.55	3.25
5/6L	9.75	8.29	4.45	4.15	3.75	3.50
9/12L	24.00					
15/18L	37.50					
27L	45.00					

Additional Supplies:

- Tear Tape – apply to neck of bottle before dipping in wax to create a handy pull-tab; ¼”x 60 yds per roll.
- Wax Capsule Protector Bags – protect your wax dipped bottles from smears and smudges; 100 per pack.



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NoCHIP DIP® DIPPING "WAX" COLORS



Black



Bright Yellow



Burgundy



Cream



Red



Navy Blue



Forest Green



Royal Blue



Antique Gold



Copper



Orange



Gold



Platinum



Silver



Mustard



Bright Purple



Purple



Pink



White



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NOCHIP DIP® WAXING INSTRUCTIONS

Applying NoChip Dip®:

When using NoChip Dip®, heat the wax to a temperature of 380°F. We have found that the temperature that works best for us is 350°F. The higher the temperature, the thinner the wax becomes. If the wax is melted at 400°F or higher, the wax tends to crack more frequently. We recommend the temperature be kept at 300 – 350 degrees depending on how much wax is in the pot and on the environment of where the wax dipping is being done.

DO NOT mix NoChip Dip and Low Temp Dip wax together because they are chemically incompatible.

When melting your first batch, you may notice quite a few bubbles on the surface of the wax. This is normal, due to the high moisture content. To remove bubbles, lightly skim surface with any utensil. Do not stir the wax, as this will create more bubbles. Once the bubbles have dissipated, you may then start to wax your bottles.

After dipping the bottle in the wax, let the excess wax drip off bottle before turning upright. To set the “wax,” dip the bottle into cold water immediately.

Removing the Wax:

Removing the wax can be done in several ways:

1. Insert corkscrew directly through wax into cork. Pull cork up to break wax seal, remove cork and pour wine.
2. Apply “tear tape” around neck of bottle prior to waxing, leaving a small pull-tab to use for “unraveling” the tape, to remove the wax. You can purchase tear tape by the roll.

What Should I Use to Melt the Wax?

Any container, with an adjustable thermostat, that can maintain a consistent temperature for two or more hours. It takes approximately two hours to melt the wax.

We use a six-quart non-stick Presto Kitchen Kettle Multi-Cooker/Steamer, with an adjustable thermostat. We sell this pot for \$59.95.

How Much Wax Do I Need?

750ml – 1.5L Bottles: Dipped 1”-2”, one pound of wax will dip approximately 50-60 bottles.

3.0L – 6.0L Bottles: Figure approximately 25-30 bottles per pound.





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LOWTEMP DIP® DIPPING WAXING INSTRUCTIONS

LowTemp Dip® can be heated over and over, but avoid heating this product to high temperatures for extended periods of time to prevent changes in color and viscosity.

DO NOT mix NoChip Dip and Low Temp Dip wax together because they are chemically incompatible.

Applying LowTemp Dip®:

When using LowTemp wax, heat the wax to a temperature of 225°F to melt. We have found that the temperature that works best for us is 200°F. The higher the temperature, the thinner the wax becomes. If the wax is melted at 250°F or higher, the wax tends to crack more frequently. We recommend the temperature be kept at 200 – 225 degrees depending on how much wax is in the pot and on the environment of where the wax dipping is being done.

When melting your first batch, you may notice quite a few bubbles on the surface of the wax. This is normal, due to the high moisture content. To remove bubbles, lightly skim surface with any utensil. Do not stir the wax, as this will create more bubbles. Once the bubbles have dissipated, you may then start to wax your bottles.

After dipping the bottle in the wax, let the excess wax drip off bottle before turning upright. Dip the waxed bottle into cold water to “set” the wax.

What Should I Use to Melt the Wax?

Any container, with an adjustable thermostat, that can maintain a consistent temperature for two or more hours. It takes approximately two hours to melt your first batch.

We use a six-quart non-stick Presto Kitchen Kettle Multi-Cooker/Steamer, with an adjustable thermostat. We sell this pot for \$59.95.

How Much Wax Do I Need?

For the six-quart fryer, we recommend you purchase at least five pounds of wax to achieve sufficient depth for dipping. The cooker will hold approximately nine pounds of wax.

750ml – 1.5L Bottles: Dipped 1”-2”, one pound of wax will dip approximately 50-60 bottles.

3.L – 6.0L Bottles: Figure approximately 25-30 bottles per pound.



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WINE BOTTLE BLACKENING

We have been blackening bottles since 1993. This process simulates a full bottle of red wine and is a cost effective, marketing tool. Pricing below is for the blackening process only and does not include the purchase of the bottle glass. For current pricing on bottle glass, please contact our office.

Bottle Size:	Number of Bottles		
	1-10	11-30	31+
750ml	\$5.70	\$4.55	\$4.00
1.5L	7.05	5.65	4.95
3.0L	8.90	7.10	6.25
5/6L	12.30	9.85	8.60
9L	16.85	13.50	11.80
12L	23.40	18.70	16.40
15/18L	37.80	30.25	26.45
27L	46.75	37.40	32.70



For an additional 30% surcharge, we will sandblast a hole in the base of the bottle.