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Sent: Tuesday, August 23, 2005 8:30 AM
Attach: Article - for Australian wine magazine.eml
Subject: Fwd: Article - for Australian wine magazine

In a message dated 8/22/2005 10:10:16 P.M. Eastern Standard Time, sales@spectrumpackaging.com.au writes:

Grant Kentish

Package with pendant

What do you get when you mix a couple of clued-up Americans with a couple of inventive Aussies?
 In this case, a very nifty package!

That package is the Lost Highway Project, an exclusive export package produced for the American market.

The product is the result of collaboration between US wine importer and distributor Ronnie Sanders, of Vine Street Imports, acclaimed American artist Justin Hampton who has a pendant for Rock'n'Roll, Michael Dhillon of Bindi Wines, Gisbourne, Victoria, and packaging specialist Grant Kentish, of Spectrum Packaging.

"The marketing aim was to create a want: We want people to look forward to seeing what wine will be next and create a package that will become a collector's item. Each time the product is to be different," Kentish said.

"The Lost Highway Project premium wine package has been one of the most challenging productions we have been involved with.

"Justin's edgy rock-illustrative style image is way out there ... for a wine product... but you'd have to agree the package looks sensational.

"The image will test the wine traditionalists but the package stands out and creates a high level of interest," said Kentish

"We learned a great deal, with many trials and tests before we perfected the process and achieved the final result. It's very difficult to achieve optimum colour intensity while maintaining the texture of the timber"

"The result is a work of art and has the potential to change the way we use and value timber packaging. The creation of unique collector style packages like this one or sought-after packages with scenes and colourful images of Australia (using timber) is now a real option for export markets and opens up new directions for creative marketing teams to explore," Kentish said.

The timber package includes individual timber dividers fitted with soft foam protectors ensuring that bottles do not touch and labels do not scuff.

Spectrum has also hit the market with a lay flat "press fit" system. The new box has been designed to close with an innovative yet simple press fit that requires no external hinges or clasps. The system