



# INSPIRATION BEHIND

# CORK DESIGN



WINE





Here at Diam Bouchage, we consider corking as the last oenological step for a wine producer. As a result, it must be technically on point... but this doesn't mean that it can't also be visually appealing and even bear your own logo!

At a time when many consumers – without even realising it, are also buttappoenophiles (wine cork collectors), and corks have become a real collector's item, it would be a real shame to miss out on such a wonderful communication medium for your special vintage.

Whether you prefer elegant, institutional, classic, modern or a little quirky, cork design can bring a real personal touch when you uncork your favourite bottle.

In this catalogue, we are proud to share some ideas and specially developed cork designs for our clients. Feel free to use these\* as they are or as a source of inspiration to create your own custom-made design for instance with your company logo or a message specific to your own vineyard.

\*cf rules for use on page 14

**BE INSPIRED**



# GRAPES & VARIETIES

Grapes are one of the traditional designs used on wine corks. Both decorative and meaningful, it has a prime place in this catalogue. But, have you ever thought of going one step further and indicate the grape varieties which are described on your label?



CLIRD05007264



CLIRD05006735



CLIRD05006741

CLIRD05006689



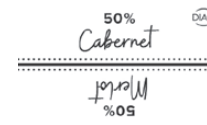
CLIRD05007288



CLIRD05007276



CLIRD05007290



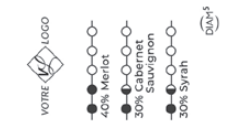
CLIRD05007294

CLIRD05007289



CLIRD05006734

CLIRD05006701



CLIRD05007271

CLIRD05007286



# BOTTLING

The indication “bottled at the estate” (estate or vineyard) allow you to provide consumers with the guarantee of the wine production quality all the way to its corking and packaging. It is useful to combine this indication with an illustration on your cork.



● CLIRD05006714



● CLIRD05007265



● CLIRD05006720



● CLIRD05007261



● CLIRD05006685



● CLIRD05007262



● CLIRD05006686



● CLIRD05006726



● CLIRD05006704

● Laser marking  
● Heat-embossing





# SPECIAL MESSAGES

Cork is often a perfect medium to send a meaningful message from your estate (slogan, history, ethos), or even specific to a particular vintage or event (Valentine's Day, Christmas, supporting a charity association). Besides the outside of the cork, the top, generally used to indicate the year, can also be used to send a message. Why not make it a little more personal?



## The tops

Cheers

- CLITD05004936
- CLITD05004904

Bonne dégustation

- CLITD05004941
- CLITD05004903

VOIR LA VIE EN Rosé

- CLITD05004938
- CLITD05004915

SANTÉ

- CLITD05005418
- CLITD05005424

Bonne dégustation

- CLITD05004940
- CLITD05004907

Garanti sans goût de Bouchon

CLITD05005419



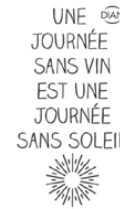
CLIRD05007275



CLIRD05007274



- CLIRD05006742
- CLIRD05006691



- CLIRD05007270
- CLIRD05007285



- CLIRD05007272
- CLIRD05007287



CLIRD05006737

## NO CORK TAIN

Thanks to our DIAMANT® cork purification process, Diam corks guarantee wine producers unrivalled neutral taste. By letting people know that you use a cork "guaranteed to have no cork taint" \*TCA > 0.3 ng/l, you can reassure customers that they are enjoying the taste of the wine without any difference from one bottle to the next.

Une belle dégustation commence avec le bon bouchon pour garantir une expérience unique

- CLIRD05006718
- CLIRD05006696

Bouchon en LIÈGE garanti sans goût de

CLIRD05006717

# REGIONAL CORK

As an illustration of our commitment towards the forests, Diam Bouchage offers a range of corks from France allowing wine producers to support a local profession. And feel free to let consumers know that you have chosen to use a cork manufactured from the cork oaks in the Roussillon, the Var or Corsica. An FSC cork option is also available.



Sève  
de Provence



LIÈGE DE  
PROVENCE

- CLIRD05006723
- CLIRD05006698



Suro  
del Rossellò



LIÈGE DU  
ROUSSILLON

- CLIRD05006719
- CLIRD05006697



Suvano  
di Corsica



LIÈGE DE  
CORSE

- CLIRD05007266
- CLIRD05007283



Liège  
de France



LIÈGE DE  
FRANCE

- CLIRD05006716
- CLIRD05006694



LIÈGE DE FRANCE  
CE BOUCHON  
EST EN  
LIÈGE  
DE  
FRANCE

- CLIRD05006740
- CLIRD05006690



LIÈGE DE FRANCE  
[liège de France]  
Matériau renouvelable  
d'exploitation ancestrale.  
Le liège est issu de l'écorce  
du chêne-liège, arbre  
emblématique du pourtour  
méditerranéen français.  
Fortement lié à la filière  
viticole, il est aujourd'hui  
le symbole d'un patrimoine  
socio-culturel local.

- CLIRD05006733



BOUCHON  
100 %  
EN LIÈGE CERTIFIÉ  
FSC

- CLIRD05007638
- CLIRD05007639



VOTRE LOGO

LIÈGE FRANÇAIS  
DU ROUSSILLON

ASPRES  
VALLESPIR  
CÔTE VERMEILLE

- CLIRD05007279
- CLIRD05007292

## The tops



CLITD05004934



CLITD05004931



CLITD05005417



CLITD05004908



LIÈGE DE  
FRANCE

- CLITD05004937
- CLITD05004910



# IMAGES

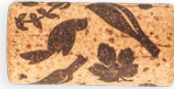
Here at Diam Bouchage, we must admit, we have a soft spot for “images” which are both attractive and in tune with the time, not to mention bringing a little hint of modernity and which can be used without limitation to match the design of your labels! The perfect way to crown your packaging with attention to detail, whether on the side or of your cork.



- CLIRD05006743
- CLIRD05006692



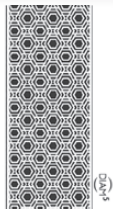
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- CLIRD05006687



- CLIRD05007719



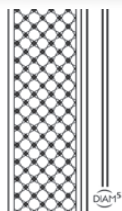
- CLIRD05006732



- CLIRD05007278



- CLIRD05006688



- CLIRD05007284

## The tops



- CLITD05004935
- CLITD05004905

● Laser marking ● Heat-embossing





# RULES OF USE

All designs appearing in this catalogue belong to Diam Bouchage. By confirming your order, we agree to grant you a licence for the use of all or part of the corks' designs whether it's DIAM, ORIGINE or MYTIK. When completing your order, you can also add the specificities required for your traceability codes and the DIAM brand name should be clearly suitable for the product ordered.

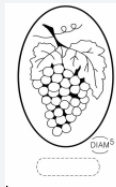
The client remains liable for the design selected in accordance with regulations applicable to labelling of finished products using Diam products. It guarantees and holds harmless Diam Bouchage and its subsidiaries for any harmful consequences due to any infringement of regulations applicable.

## DO YOU HAVE AN URGENT ORDER?

We have stocks of neutral corks (only with our brand name) or generic heat-embossed designs (see other side). Contact your Diam Bouchage sales representative to enquire about available sizes.



CLIDIP2456/42

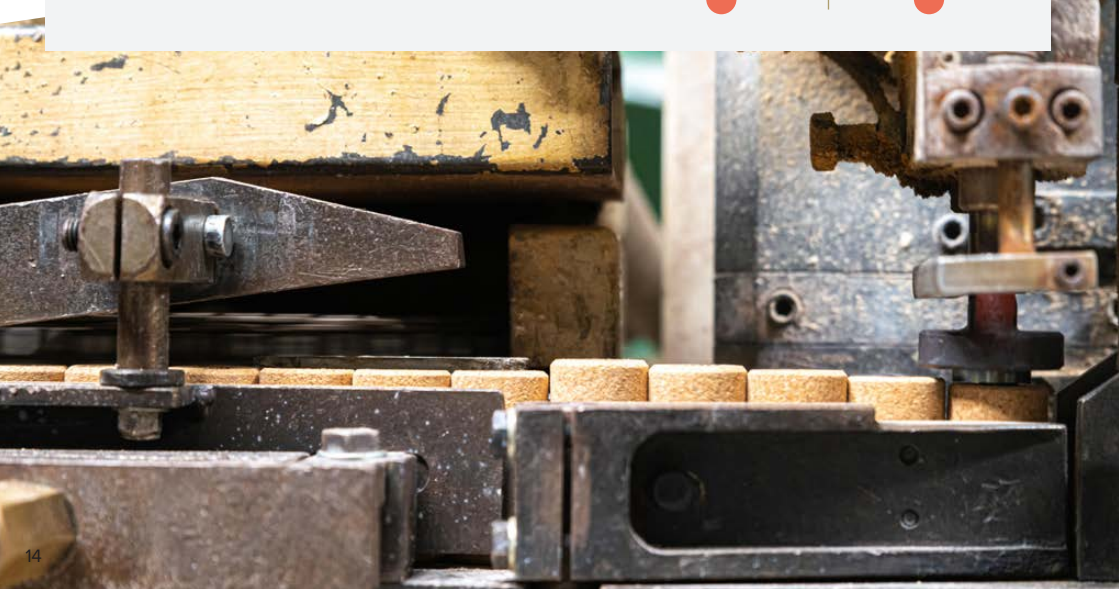


CLIDIAM0001



## A FEW IDEAS TO STAND OUT

- Remember the Golden Ticket in Charlie and the Chocolate Factory? Why not use this as an inspiration to create a winning cork?
- For your buttappoenophile clients, how about creating collections in relation with your estate?
- Give your corks a second life in unique ways such as chess pieces, sudoku games, or puzzle pieces.
- For promotional events, give away wine cork keyrings!
- Do you have a message? QR codes are the new trend for advertising and communication, so why not affix one to a cork!





# HEAT-EMBOSSING INSTRUCTIONS

Heat-embossing is undertaken using heated plates which are then pressed against the cork. Here are a few tips to make your design easy to see and stand out.



**THE LOGO(S), BADGES OR DESIGNS SHOULD NOT BE OVERLY COMPLEX**

## THINGS TO AVOID:

- OVERLY-COMPLEX LOGO
- DARK DESIGNS
- DESIGNS ON A BLACK BACKGROUND: FADING



**WORDING SHOULD BE CLEAN, AND THE FONT EASY TO READ**

## THINGS TO AVOID:

- WORDING TOO COMPACT
- TOO MUCH TEXT ON A SINGLE LINE
- OVERLY-COMPLEX FONTS
- WORDING THAT IS HARD TO READ



To create your design, please use the following dimensions in line with the length of the cork chosen. For a cork with a diameter of 24.2 mm, it is recommended to not exceed 18 mm for the top design.

Cork length (mm)	Design dimensions (mm)
38	30 x 70
44	36 x 70
47	36 ou 38 x 70
49	42 x 70
54	46 x 70



To guarantee high-quality heat-embossing, the image should not include any empty spaces – or margins – which are too large, and will lead to the cork sliding in the machine and burning some areas.

To avoid this risk, we sometimes add reference points to the design provided. If you prefer a clean design without these points, there are two solutions: add a surround to your design or ask for a “mika” option when creating the plates at an extra cost.

# LASER MARKING INSTRUCTIONS

Marking is undertaken using our On-Laser Décork machines. The laser printing output depends on the machine settings, but also the quality of the original image. Some images are better suited laser marking than others.

Laser marking is extremely effective and accurate for black lines, but less so for images with different shades of greyscale.



**CLEAN IMAGES, WITH GOOD CONTRAST**



**ACCEPTED FORMATS :  
JPEG, TIF, EPS, PNG, PDF, AI AND INDD**



**IMAGES MUST BE A HIGH QUALITY  
(2MB AT 300 DPI)**

## THINGS TO AVOID:

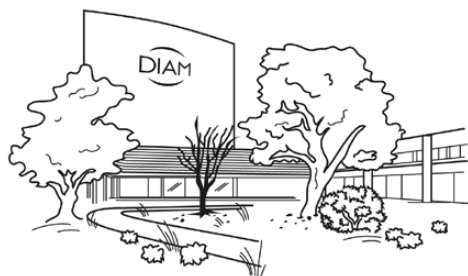
- BLURRED AREAS
- LARGE DEGRADATIONS
- OVERLY-COMPLEX IMAGES



For better marking, try to avoid mixing too many styles or fonts.

It is best to use an existing font to avoid any printing issues, especially for heat-embossing.

If you do have a particular font, or a graphic chart to follow, don't hesitate to give it to us in advance to help with the design.



**DIAM BOUCHAGE**  
3 Rue des Salines, 66400 Céret



Photo credits : istock - ©Céline Deschamps - @Jc Milhet

