



Noontime Labels Debuts Updated Website and Design Services

Noontime Labels is a family owned, boutique graphic design company and label printer. They have been providing custom wine and beer labels to small wineries and home winemakers since 2007. Earlier this year they launched a completely redesigned website, allowing customers to create their own labels online. They also rolled out three new custom design packages, aimed at customers who want to create their brand with a one-of-a-kind label for their wine.

On the website, customers can use the advanced online editing tools to design their personalized labels. Customers can choose from hundreds of existing templates, customize and preview their beautifully stylized labels on-screen before ordering. The entire system is web-based, so there is no software to download and install. Customers can save their designs and access them anywhere they have an internet connection.

“We are very excited about the upgrades to our website,” says owner David Noone. “We have been working with some very talented web designers, New York based Search Marketing Group, for over a year to develop this user-friendly and innovative technology. Our website now allows our customers to easily customize their text on-screen, giving them full control of the design.”

Breakthrough in Technology

One of the major breakthroughs has been the use of Flash technology to create more dynamic text. Other websites use standard single color fonts that look the same as any word processing program. This text can look flat and can be very limiting because it can be hard to read, especially when it is layered on top of a busy background. “We wanted to offer more to our customers. We’re all about design. We don’t consider ourselves printers who offer design services, we’re graphic designers offering printing services,” says Noone.

“Our website has stylized fonts using shadows, multi-color, and glow effects that really make the image pop. This allows us to create label designs that emulate retail labels. Because we don’t have to limit the background images... you can write anything you want, anywhere you want, and still have it legible.” Noone adds, “These new editing features were created just for us. No one else in the industry has this. No one else on the World Wide Web has this!”

The website is very simple to use. To personalize a label, customers first select a label design from the hundreds of choices available in the label gallery. There’s a simple sort function that allows the user to easily find label designs by size, or style... such as classic, fun, or labels with animals. Customers can also sort by celebrations like weddings or birthdays, or they can view the entire gallery and see all the possibilities. After selecting the label design, using the online form that appears, they click in text boxes to edit the example text and enter their own personal text. As they type, they will see their text appear on the label design on the screen.

The website’s editing tools allow customers to create completely personalized and customized labels by changing the decorative stylized text and font sizes, and view their designs on screen as they create them. Customers can fully express their creativity with hundreds of design choices

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Media Contact: Li Vasquez-Noone, Kismet Copywriting



and easy to use customization options. And the new website allows them to save and reorder their previously designed labels. But even with the upgraded technology, this is not a faceless, automated workflow... every label is attended to by a graphic designer before going to press.

“Our goal is to provide beautifully designed labels for our customers with as little effort on their part as possible... we want to do the design work for them. But we also offer the tools they need to make any changes they want,” says Noone. “Since we are winemakers ourselves, we know that each wine or beer we make has a different character. We want to give everyone the opportunity to communicate the personality of their beverage with a beautiful label that tells their story.”

At press time, Phase II of the website redesign had just been completed. This latest upgrade incorporates advanced customization options like font and color changes, as well as drag and drop repositioning of text. Soon customers will also have the option to upload their own artwork or photographs.

“We’re very excited about Phase II,” says Noone. “You now have complete control to fully customize your own label.”

At Noontime Labels, customers have hundreds of artistic label templates to choose from when creating their own custom labels, as well as many different shapes and sizes and several label stock choices. And they are constantly adding more designs to their catalog. The company features these new additions in social media with their popular “Label of the Week” promotion. “We’re communicating with our customers in real time on social media sites like Facebook, Twitter and Pinterest. Not only is it a great way to show off all of our newest label additions, but we get instant feedback,” says co-owner Li Vasquez-Noone.

New Design Services

And for those who want something completely unique, there are custom design services available. The company has reorganized their design services into different packages, ranging from simple, economically priced designs to full creative projects. Customers can take advantage of the three different packages not only for label design, but for company logo design as well.

“All of our design services are reasonably priced, and we do have three different options to choose from, depending on your budget and needs,” says Noone. There’s a basic package for those who have a good idea what they are looking for and have some artwork they want to use. There is a medium service package with more design input, and a full service label package where all artwork and design is created. If the customer prints their labels at Noontime Labels, they will receive access to an online version of their label. This will allow them to come back in the future and make changes to the text, like grape variety and year, with no additional design charges.

“We have something for everyone,” says Noone. “We have artistic templates in classic designs, modern, whimsical, you name it. We have all different sizes of labels, and different label stock

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available. Plus, with our design services, we can create anything. We've created logos for companies and websites, as well as helped home winemakers and brewers brand themselves. We've even designed and printed labels for mead, limoncello, jelly, and honey!"

Contact Noontime Labels today to get started on designing your custom wine label. They're happy to take the time to discuss your label needs and help you come up with design ideas that best communicate your message. Call them at 561-699-0413 or email david@noontimelabels.com to find out what they can do for you. Or go to their website at www.noontimelabels.com/labels to view the hundreds of label templates available, or to see more information on their design services.

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