

**29 June 2007**  
**PRESS RELEASE**

## **Ata Rangi Crimson Label wins Best Label in '07 Pride in Print**

Ata Rangi's special label which financially helps to support the Project Crimson charitable conservation trust has won a Gold Medal at the 2007 Pride in Print Awards.

The 2006 Crimson Pinot Noir label was printed by Rapid Labels using 5 colours, 2 varnishes and a high-build screened varnish. The label, which features a clever floating panel, won Gold for the depth of colour achieved in the reproduction of an original oil painting of rata leaves & flower.

The Crimson label then went on to be awarded 'Best in Category – Labels', the top wine label printed in 2006 and a finalist in the Pride in Print Supreme Award.

Rapid Label General Manager Greg Howell was in Martinborough late June to present the award personally to Phyll Pattie of Ata Rangi. He commented that the award was "a pleasing recognition for our production staff and for our client Ata Rangi who have jointly created a beautifully designed and well executed label".

Ata Rangi founder Clive Paton, a self confessed 'tree-nut' is deeply involved in the effort to conserve northern rata in the Wairarapa, and is working with Project Crimson to this end. Ata Rangi's 'Bush Block' is close to a stand of around 200 giant rata in the adjoining forest park, a discovery which has motivated Clive to put his efforts into the regeneration of this once-prolific native tree.

Project Crimson, principally sponsored by Meridian Energy and best known for helping save pohutukawa, is now also focused on a similar mission for its crimson cousin the northern rata in the lower North Island, where pohutukawa is not widely found.

The Ata Rangi Crimson label, now an award winner, contributes to Project Crimson with every bottle sold.

Photo - Rapid Labels GM Greg Howell presents the winning medals to Phyll Pattie of Ata Rangi.

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