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Monvera Glass Décor Debuts Video Web-Series about Bottle Labels

Emeryville, CA – October 6th, 2010 – Monvera Glass Décor, a provider of paperless bottle labeling services to the wine, spirits, beverage and food industry, has developed and launched a video web-series devoted to screen printed bottle labels and quality label design. The 2 minute program, titled [This Week's Beautiful Bottle](#), signals Monvera's initiative to promote labels that exhibit outstanding design characteristics, and to educate viewers about what makes each label effective. New episodes are posted bi-weekly on the company's website, and shared via their Facebook and Twitter pages.

Caitriona Anderson, Monvera's VP of Sales & Marketing explains, "We hear a lot of conversation about what's *inside* a bottle – but most often the consumer's first impression comes from seeing the bottle on store shelves. With this series, we hope to inspire wine and beverage makers to give as much consideration to their bottle labels as they do to the products themselves."

With five episodes under their belts, Monvera is enthusiastic about the new series. "We're already being approached by customers who want their screen printed bottles to be featured on the program," says Anderson. "The reaction has been great so far, and we're looking forward to continued interest."

The series also affords Monvera the opportunity to help promote clients and designers. In addition to discussing the hallmarks of [screen printed bottle labels](#), each episode offers links to featured client and designer websites. "We take great interest in our customers and want to see them do well," says Anderson. "We jump at every opportunity to promote their hard work – and to provide access to quality label designers. When our customers succeed, so do we."

About Monvera Glass Décor:

Monvera provides industry leading glass decoration services to the wine, spirits, beverage and food market segments. Clients include Charles Krug, Stelzner Vineyards, Charbay Vodka, and Blue Frog Brewery. In addition to a range of paperless bottle labeling solutions, Monvera offers bottle photography and marketing support services to help customers grow their businesses. To learn more about Monvera visit <http://www.monvera.com/>.

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