



L A B E L   L A D D E R





## SERVING ELITE CLIENTELE AROUND THE WORLD

With over 28 years of experience, we collaborate with visionary clients around the world to design the most inspiring and industry-leading wine cellars. Sommelier-led, we design for experience, how spaces work optimally and feel luxurious, simultaneously. What sets us apart is our in-house project management service, which goes far beyond the usual. From the moment you decide to invest in a wine cellar, we will go step by step with you to take care of every detail. Your wine cellar is more than a space—it is a journey into luxury.





# GENUWINE CELLARS SIGNATURE SERVICE

## KNOW OUR CLIENT

Design consultation to determine and understand the client's needs and prepare their wish list.

## DESIGN

Creative development of the project and presentation to the client.

## BUILD

Execution and project management until the debut of your bespoke cellar.

## THE GRAND REVEAL

Unveiling your magnificent cellar, backed by our Lifetime Warranty. Preserving the value and integrity of your wine for years to come.











## LABEL LADDER

Inspired by the fusion of contemporary design and natural elegance, Genuwine's Label Ladder seamlessly combines the sleekness of metal with the organic beauty of wood. This innovative system anchors to the wine cellar floor and ceiling, featuring meticulously crafted stainless steel support beams, creating the illusion of free-floating wine racking. Ideal for placement in front of glass walls or as a striking centerpiece in the middle of the room.







# TAILORING PERFECTION TO YOUR DESIRES

Elegant, impactful, and dynamic, Label Ladders offer unparalleled versatility with configurations in single, double, or triple-bottle depths and widths, resulting in nine distinctive density options.



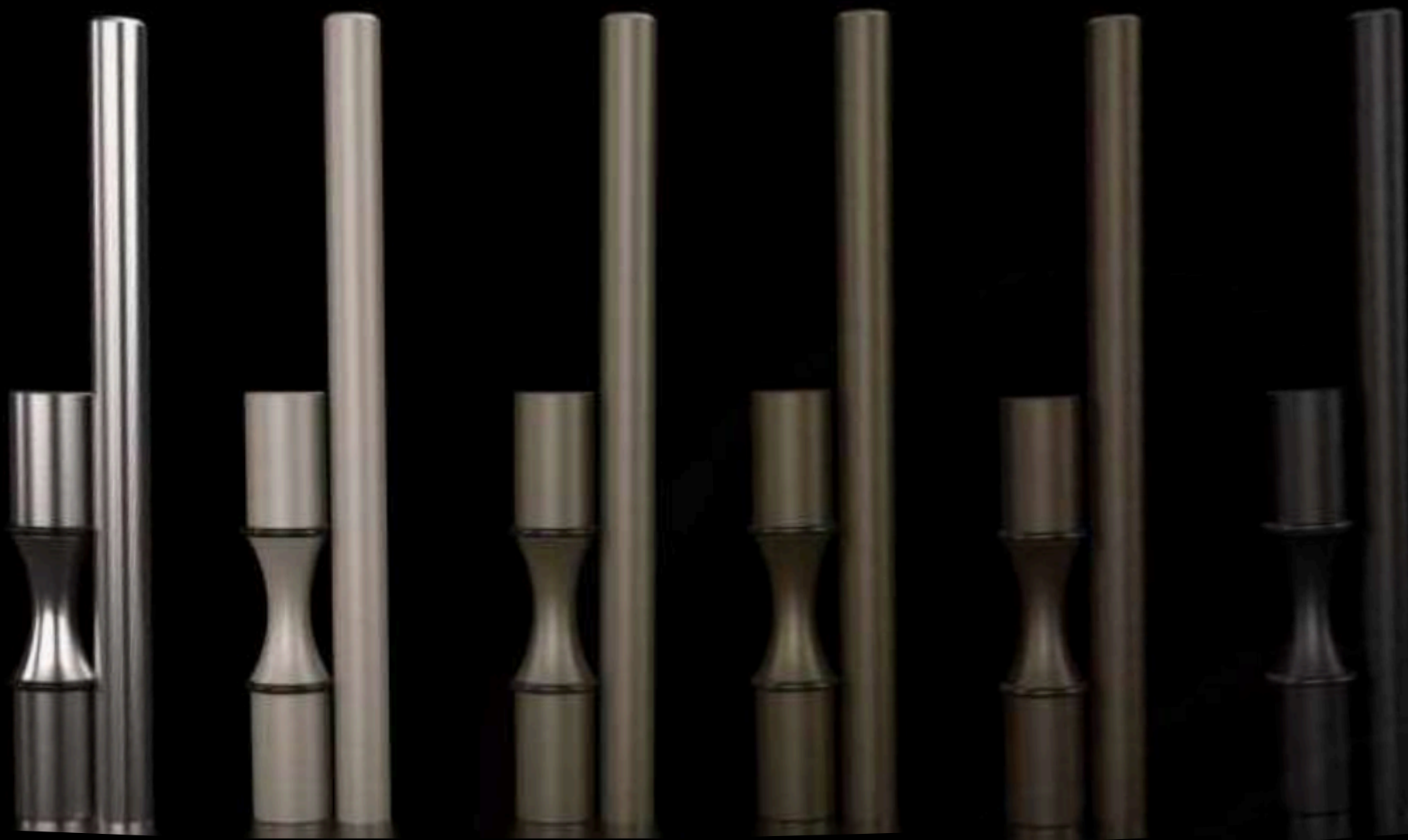






# THE ELEGANCE OF CHOICE

We have handpicked the most premium selection of exquisite finishes, ensuring exceptional quality and durability. Each piece of hardware features high-micron plating, providing a robust, protective finish that enhances beauty and longevity. For those desiring limitless customization, we offer custom colors to meet your every request.



ALUMINUM CHAMPAGNE ALMOND NUTMEG CHOCOLATE CHARCOAL







## MASTERPIECE SELECTIONS

At Genuwine Cellars, each length of premium hardwood is hand selected. To qualify for use in our cellars, each piece must exhibit the finest grain. With such high criteria, less than 1% of the world's hardwood trees are selected for our wine cellars



CHERRY



MAHOGANY



OAK



MAPLE



SAPELE



WENGE



EBONY



WALNUT



# THE ARTISAN'S PALETTE

Exclusively curated by Genuwine Cellars, our color pallet is meticulously formulated with premium pigments to deliver exceptional depth and richness. We offer a spectrum of colors that add sophistication to your wine cellar. Our Color Consultants can match pre-existing finishes, ensuring a harmonious and beautiful addition to your home.



HELLINGS



SAN JOSE



BLACKBURN



BLUE HILLS



CASABLANCA



DUBAI



SANTIAGO



FRANKFURT



ARIZONA



TUNDRA

\*PLEASE NOTE, THE STAINS DISPLAYED ABOVE ARE APPLIED TO CHERRY WOOD.

You will receive a physical sample to ensure it exceeds your every expectation.

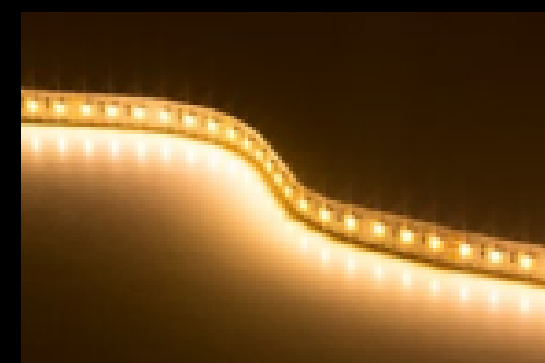






## HUES OF INFINITY

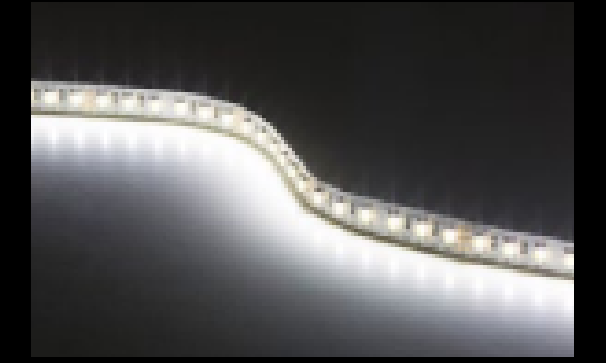
Offering the most advanced LED RGB and RGBW lighting, expertly calibrated to harmonize with the ambiance of your home. Our lighting options create dramatic illumination, casting a radiant glow on your collection. Selected carefully to emit zero heat and UV radiation, our lighting solutions maintain the pristine condition of your cherished vintages.



*Warm 3200K*



*Cool 4000K*



*Daylight 6500K*







# THE ART OF PRESERVATION

Preserving and protecting your investment is crucial to ensuring that your wines mature to unveil their rich profile and maintain their value over time. With three decades of research and innovation, Genuwine Cellars offers the most sophisticated and engineered cooling solutions. Our specialists create cooling systems that are both discreet and accessible. Intelligently concealed within the build, these meticulously designed systems ensure near museum-like preservation while effectively reducing operational noise. This dedicated know-how represents the pinnacle of aesthetic and technical expertise.





## BEYOND TRANSPARENCY

Our glass wine enclosures are crafted from premium-grade tempered glass, each panel polished to achieve the luminous clarity and pristine luster of a finely cut diamond. Genuwine Cellar's commitment to exceptional clarity allows every detail of your collection to be viewed in pristine condition. Our glass enclosures provide a protective yet invisible barrier. From the smooth, effortless swing of our pivot hinges to the secure and versatile locking mechanisms, every hardware detail is chosen for its quality and aesthetic compatibility. Options for decorative etching, murals, and illuminated architectural glass add layers of customization, making your wine cellar one-of-a-kind.









## FREQUENTLY ASKED QUESTIONS

WHY SHOULD I TRUST GENUWINE  
TO CONSTRUCT MY GLASS WINE  
CELLAR?

Genuwine stands as a leader in the industry, blending unparalleled craftsmanship with cutting-edge design to create bespoke glass wine cellars that epitomize luxury and sophistication. Our commitment to excellence is reflected in every project, as we employ only the finest materials and advanced construction techniques to ensure durability, functionality, and aesthetic appeal. We meticulously manage every step of the project, from initial design through to manufacture and installation, to transform your dream wine cellar into a stunning reality.

CAN THE DISPLAY ACCOMMODATE  
LARGER BOTTLES, SUCH AS  
MAGNUMS OR CHAMPAGNE BOTTLES?

Absolutely. We will work closely with you to analyze your collection and specific needs. Our double-deep and large format options are designed to accommodate larger bottles, ensuring that every piece of your collection is beautifully and securely displayed.



