



DIELINE FIRST, RENDER LAST · BOTTLE

Design the label. then the bottle.

How I built a real product line — a full glass bottle, four flavours, a dieline with real measurements — without a single day of package-design experience. Free dieline template and the real prompts.

CREATOR

@by.jadla

COST

0 credits for the dieline

MODEL

GPT Image 2 + Nano Banana

The mistake everyone makes

OVERVIEW

Prompting a bottle's shape directly is a dead end — it always comes out "close but not quite." A real product designer never starts there. Shape comes from a reference photo. Graphics come from a flat label. The wrap is craft, not generation.

STEP 1

Reference photo. Find or shoot a real bottle in the shape you want, with a clean, transparent background.

STEP 2

Etikettenplan (dieline). Draw the flat label plan with real measurements before you generate a single image — front, back, neck label, glue flap.

STEP 3

Flat label art. Generate the label completely flat, like print-ready packaging art, not wrapped on a bottle.

STEP 4

Wrap it. Map the flat label onto the bottle's real curve. This is geometry, not a prompt.

Why the order matters. A model asked to "generate a bottle with a label" invents its own typography, ignores your barcode and nutrition facts, and never gets the neck label right. A model asked to generate a flat, print-ready label is good at exactly that job — because it's the same task as a poster.

1 Draw the dieline first

MEASUREMENTS BEFORE PIXELS

Like a real packaging designer: the technical drawing comes before any generated image.
Mine, for a 50 cl bottle:

- **Bottle:** 259 mm tall, Ø 65 mm, 205 mm circumference.
- **Belly label** unwraps to 205 × 93 mm: a 4% glue flap, the back panel, then the front panel. Straight-on, a viewer only ever sees about 68 mm of that width (roughly a third) — so keep your wordmark and main motif inside the middle 60% of the front panel, or it curves out of sight.
- **Neck label** is its own shape and wraps the full 360°: a ring sector, inner radius 60 mm, outer radius 83 mm, 100° sector, plus a small front flag. It is not a scaled-down copy of the belly label — draw it separately.



The technical drawing: bottle profile with measurements, belly-label unwrap, neck-label ring-sector unwrap.

2 Generate the label flat

PRINT-READY, NOT WRAPPED

Generate the front and back panel as flat print artwork — the same brief you'd give a packaging designer, not an AI image generator.

WHAT TO ASK FOR

Flat print-ready beverage label artwork, front panel: [your wordmark], [your motif — e.g. a piece of fruit], centred in the middle 60% of the panel. Vintage-inspired graphic style but the paper itself looks new and unaged. No bottle, no curvature, no mockup — a straight-on flat print file, like a label about to go to the printer. Clean vector-style edges, no drop shadow, no glass reflections.

- **Never regenerate the back panel.** Once your ingredients list, nutrition facts, barcode and deposit mark are correct and legible, keep that panel and only regenerate the front — models reliably wreck small text on a second pass.
- **Don't forget the shoulder label.** A pennant/wimple label at the neck shoulder is what makes a bottle look like a finished product instead of a mockup — build it from the same wordmark block, cropped and re-shaped separately.



Flat, print-ready label art — front and back — before any wrapping happens.

3 Wrap it onto the glass

GEOMETRY, NOT GENERATION

This step is code, not a prompt — and that's exactly why it works every time. The flat label gets mapped onto the bottle's real cylindrical shape:

- **Cylindrical mapping.** Each horizontal line of the label becomes a strip wrapped around the glass at that height; the label's width becomes the bottle's circumference, with the last few percent overlapping as the glue flap.
- **Shading from the glass itself.** A simple light falloff across the wrap (brightest facing the camera, darker at the sides) makes the flat art read as sitting on a real cylinder.
- **Keep a sliver of bare glass.** Leave the outermost edge of the bottle unlabelled — a hairline of visible glass under the paper edge sells the illusion far more than a perfect wrap does.
- **Reuse one real glass photo per shape.** Once you have one clean bottle photo with a transparent background, every flavour variant reuses the same geometry — only the flat label file changes.



The finished wrap: flat label mapped onto the real bottle shape, shoulder label included.

Editorial shots

ONCE THE BOTTLE EXISTS

Only once the finished bottle photo exists do I put it into scenes — and always with the finished bottle as the image reference, never composited in afterwards.



THE 5-PART SCENE PROMPT STRUCTURE

- 1) IDENTITY — "the exact bottle in the reference image, keep the label unchanged."
- 2) SCENE — where it sits (a plastic night table, a tiled kitchen counter, wet sand at the beach, held in a hand against a door).
- 3) LIGHT AND SURFACE — direct flash or hard side light, real hard shadows, halation around the brightest point, bloom.
- 4) FILM CHARACTER — visible grain, a slight colour shift, a small light leak, a touch of camera tilt.
- 5) NEGATIVE — no studio softbox look, no perfect symmetry, no glossy ad-render finish.

NOW DESIGN YOUR OWN

Paper first. Picture after.

Draw the dieline, generate the label flat, wrap it with geometry, then shoot it in scenes. In that order, every time.



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