

# VARIABLE PRINTING

## WHAT IS VARIABLE PRINTING?

Simply put, it means that something changes from label to label in the same spot. This can be text, images, barcodes, numbering, colors or any combination of these. Add value to your labels: Digitally printed labels allow you to customize each label. Instead of printing 1,000 labels of a single message, you can create 1,000 one-of-a-kind labels - EACH with a unique message, promotional code or number sequence.

## Variable Data & Imaging:

Variable labels are easy to order, just provide the following:

- A proof of what the finished labels should look like
- All art or images that will be on the label
- An Excel spreadsheet of the variable information

Row one of the spreadsheet should describe each **column** of information.

- 1 **Years Accident Free**
- 2 OneYear.eps
- 3 TwoYears.eps
- 4 ThreeYears.eps
- 5 FourYears.eps
- 6 FiveYears.eps
- 7 SixYears.eps



## TYPES OF VARIABLE LABELS

### Personalization

Create personalized messages by highlighting names, purchasing habits or address information on targeted promotions and marketing campaigns.



### Variable Data

Unique numbering patterns, sequence of letters and numbers and certain barcodes are used to identify product lines, provide custom log-ins and trackwork in progress, goods received and promotions.



## Variable Data & Imaging:

- Available on most stocks
- Supplied on rolls. Call for pricing if individuals are needed.  
*If a certain number of labels per roll are needed, additional charges may apply*

- Please indicate a starting number

Example: 1  
01  
001



**PLEASE ASK TO DISCUSS THE BEST OPTIONS AND PRICING FOR YOUR PROJECT!**