

# FINANCIAL SERVICES LABELS

*FINANCIAL PRINTING IS AFFECTED BY RULES, REGULATIONS, GOVERNMENT POLICIES AND ADVERTISING NEEDS. LABELING SOLUTIONS ARE A GOOD MATCH TO MANY OF THESE.*



## **Types of Labels:**

- Mailing & Shipping Labels
- File and Document Labels
- Water Bottle Labels
- Window Decals
- Sticker Sheets

## **Great For:**

- Promoting your business
- Branch Locations & Contact Information
- Identifying important documents/notices
- Advertising new services
- Branded water bottles & kids sticker sheets for clients while they wait
- Promotional Giveaways: Parades, Community Events, Financial Planning Seminar
- Celebrate milestones & anniversaries: Customers & Employees

## **Available Options:**

- Foil & Embossing
- Variable Content
- Consecutive Numbering
- Barcoding

# SUCCESS STORY

## **CHALLENGE**

A nationwide group of financial advisors needed to improve their brand consistency between branches. Their address labels needed to feel consistent from location to location and to be easily ordered throughout the company.

## **SOLUTION**

In order to get the label consistency that the customer was looking for, the best solution was to create label “masters” that featured only the branded logo of the label. These masters would then be reprinted with the individual contact information, keeping the look consistent while the information changed.

While a master program isn’t necessarily for every business, the size and scope of the projects undertaken by this financial organization made it important to create many labels with quick turnaround time and had better pricing on their large orders. Labels only needed to be personalized and sent off, the large quantities of labels ordered made the labels more affordable, and the labels were easy to order on an as-needed basis because the master labels would be kept on hand.

The biggest success of these labels, though, was that the consistency of these labels is just one way of helping convey the trust worthiness of the business. With a consistent image from location to location, the financial advisors were perceived as more trustworthy and consistent themselves.

## **BENEFITS**

The master program created for this group of financial advisors allowed them to take advantage of these benefits:

- Brand consistency
- More affordable labels for individual locations
- Labels available on an as-needed basis