

HOSPITALITY & CONVENTIONS LABELS

LABELS ARE ESSENTIAL FOR STREAMLINING PROCESSES, ALLOWING YOU MORE TIME TO FOCUS ON ENHANCING YOUR CUSTOMER'S EXPERIENCE.



Types of Labels:

- Parking Passes
- Mailing & Shipping Labels
- Water Bottle Labels
- Window Decals
- Coupon and Promotional Labels
- Sticker Sheets

Great For:

- Branding Housekeeping Materials: Soap, Toiletries, Snacks, Fresh Towels
- Promoting Events: Window Signage, Outgoing Mailers (Reminders, Call Outs)
- Concession Stands and Deli: Sell By Dates, Production & Nutrition Information
- Personalizing Attendee Materials: Folders, Nametags
- Giveaways: Branded Water, Drink Coupons/Vouchers
- Identifying Inbound/Outbound Shipping Materials: Pallets, Boxes, Crates

Available Options:

- Variable Content: Personalization for Attendees and Guests
- Consecutive Numbering: Parking Permits

SUCCESS STORY

CHALLENGE

A hotel and convention center was looking for a versatile way to bring their brand to a wide variety of different contexts. Not only did this need to be a branded piece but it also had to highlight the quality and luxury that the hotel brought to guests and event attendees.

SOLUTION

The hotel created a label that conveyed the luxury of their accommodations, pairing a lustrous foil stock with an embossed image of the hotel logo. These labels could be applied to a wide variety of surfaces for temporary use, allowing the hotel to order only one style of label for use throughout their facilities.

The labels were versatile enough to be used in a variety of different applications throughout the hotel. They were used to seal envelopes for important communications, added to folders for big events, and applied to bags used in the hotel gift shop. The labels were also given to housekeeping services for use in sealing packages of coffee and tea as well as adding luxury to paper wraps around new towels.

Because smaller rolls allowed the labels to be distributed throughout the staff, the versatile labels were able to be used in a variety of contexts throughout the hotel. This created a cohesive branded image from hotel rooms to the front desk.

BENEFITS

Not only did the hotel create a branded piece that could be used throughout their business, they also found that their label choice allowed them to take advantage of these benefits:

- Versatile uses with a single label style
- Luxurious stock and process
- Small rolls for easy distribution
- Lightweight stock appropriate for use in many contexts