

INSURANCE LABELS

REINFORCING AGENCY'S PROMOTIONAL EFFORTS, COMMUNICATING POLICY CHANGES AND SECURELY UPDATING DOCUMENTS ARE CRITICAL ELEMENTS TO ADDRESS WITH LABELING.



Types of Labels:

- Mailing Labels
- Water Bottle Labels
- Advertising Labels
- Window Decals

Great For:

- Improve Communication & Organization
- Self-Promotion: Parades, Community Events, Outgoing Mailers
- Customer Hospitality: Water bottles personalized with agent info/photo for incoming clients
- Office branding & organization: Customer file folders, business card labels, etc.

Available Options:

- Full Color Printing including photos
- Variable Content: Place one order for multiple brokers with individual information
- Consecutive Numbering: Organize client info & policy information

SUCCESS STORY

CHALLENGE

A health insurance company was looking for a way to get their name out in a way that was creative and practical. They needed a promotional piece that would be able to be used in a wide variety of situations but not take up a lot of shelf space.

SOLUTION

The ideal solution had to be usable in a wide variety of different events, and the best solution was applying labels to pre-purchased water bottles. The original water bottle labels would be removed and replaced with these new, branded labels. The bottles could then be used as promotional pieces at events and kept in the office for refreshment.

These labels were printed in full color to match the insurance company's brand. Even better, the digital printing process used allowed the individual insurance agents to add their photograph and contact information to the labels and print small quantities of these personalized labels on an on-demand basis. This allowed them to have branded labels without taking up a large amount of storage space.

The label stock featured a varnished finish that kept photographs and text from smearing, which was essential for use alongside a water bottle. This kept the water bottles looking great through longer events.

BENEFITS

In addition to getting a memorable promotional piece that consumers were sure to use:

- Brand consistency
- On-demand labels saved space compared to other promotional products
- Branded promotional products
- Quick turnaround time
- A nice takeaway for clients/potential clients