

RETAIL LABELS

LABELS FACILITATE MOMENTS OF SHELF DISRUPTION AND GIVE YOU OPPORTUNITIES TO CONNECT WITH CONSUMERS. ENSURE YOUR LABEL IS WORKING FOR YOUR BRAND.



Types of Labels:

- Coupons & Promotion Labels
- Warning & Safety Labels
- Pricing/SKU Labels
- Product Labels
- Nutrition Label

Great For:

- Shelving & Point of Purchase Labels
- Prototyping
- Private Labeling
- Seasonal Promotions
- Window, door & cooler signage: Double sided printing for double the exposure

Available Options:

- Variable Content
- Barcoding & Consecutive Numbering
- Low Minimums
- Tamper Evident Stocks
- Foil & Embossing for Shelf Appeal: Full color foil effects
- Custom shapes unique to your brand
- Machine application available

SUCCESS STORY

CHALLENGE

A small company wanted labels to help personalize and seal their existing packaging for chocolates and other small-batch candies. Labels needed to be economical, usable for a wide variety of products, and produced in smaller quantities.

SOLUTION

After color matching, the company was able to create a label that complemented their existing packaging. This label wrapped around the package, sealing it and providing nutrition information on the portion of the label that extended onto the bottom of the box. Because the labels could be machine applied, the packaging process was easy to streamline in a manufacturing setting.

In an effort to create labels that were as practical as they were stylish, digital printing was used. This allowed the company to use full color print alongside variable content. The digital printing process allowed them to order multiple product labels but batch the order together as one.

The paper stock chosen was both economical and practical because it adhered firmly to the box but was thin enough that it was easy for consumers to open when they wanted to get to the treats inside.

BENEFITS

In addition to sealing packages in a practical way, the labels provided the following benefits:

- The labels were color-matched to existing packaging
- Paper stock sealed packages in a way that was still easy to open
- Digital printing allowed for variable content
- Budget friendly stock