

# AUTOMOTIVE LABELS

THE AUTO CARE ASSOCIATION ESTIMATES THE U.S. AUTOMOTIVE AFTERMARKET WILL BE WORTH \$273.4 BILLION IN THE NEXT THREE YEARS.



## Types of Labels:

- Oil Change/Service Reminders
- Window Decals
- Mailing Labels
- Water Bottle Labels
- Sticker Sheets
- Asset Labels
- Bumper Stickers
- Warranty Labels

## Great For:

- Customer Hospitality: Branded water bottles & kids sticker sheets for customers while they wait
- Advertising & Promotions
- Branding
- Contact, After Hours & Emergency Information
- Inventory & Tracking: Customer Identification, Parts & Equipment

## Available Options:

- Computer Friendly Labels: Pinfed, Dot Matrix, Thermal Transfer & Direct Thermal Labels
- Permanent, Removable & Tire Adhesives
- Consecutive Numbering & Barcoding
- Durable, Weather-Resistant Stocks
- Fluorescent Stocks

# SUCCESS STORY

## CHALLENGE

A national automotive chain was experiencing difficulties with their oil change reminder window static clings. Their existing labels jammed in the printer, created inconsistent print, and didn't stay on windows between oil changes.

## SOLUTION

Using color matching, a new window static cling was created that continued to match the business's branding. The image on the cling was enlarged slightly to make the cling more readable, but otherwise was very similar in appearance to the previously-used labels.

However, the cling wasn't exactly the same as the labels that the automotive chain had previously ordered. In order to improve the way that the labels functioned, Window Lite stock was used as an alternative to the traditional window static cling stock.

This stock is more durable, sticks better to the windows, and went more smoothly through printers at automotive repair locations. The stock change allowed the labels to function better than previous versions.

Digital printing allowed the different franchise locations to personalize their labels with their business's contact information. This information was entered as variable data, allowing the company to order more labels with slightly changed information and create better pricing due to the size of their order.

## BENEFITS

With a new stock and versatile digital printing, the automotive chain was able to create a decal that allowed them to take advantage of many benefits:

- More readable decal creates better customer experience
- Lightweight stock prints better and decreases waste and frustration
- Better adherence to windows and more durability keeps decals in place
- Decreasing printing frustration allows employees to spend less time on decals and more time at work