custom LABELS

- *Product*
- *Advertising & Self-Promotion*
- *Mailing & Shipping*
- *Durable & Industrial*
- *Multi-Use*

PRODUCT LABELS

Things To Consider

- You have a product and design you've invested in, be sure your label helps carry that branding message through to the shelf so you can be distinguished amongst your competitors. Selecting the right stock, printing option and shape of your product's label is crucial in creating shelf appeal.
- Consider freeform™ as an alternative to a traditionally shaped square or oval label. freeform™ allows labels of virtually any shape by using a laser to create your custom shape.
- Is your product cold (or even frozen) before it's time to apply the label? Will the product be placed in a wet environment once the consumer takes it home (like in a shower stall)? It's important to consider the application temperature, the environment the product will live in and the product's life expectancy when choosing both the stock and the finishing elements. Optional features like a varnish or lamination will impact your label's performance.
- Product labels often have additional needs, like barcodes, variable copy (think flavors or varieties) or the ability to be machine applied. Don't let these details be missed.

freeform™ Juice Drop

Printing & Stock Options

Ranging from simple, 1 Color to full color. Foil Stamping and Blind Embossing are great for shelf appeal.

- **Indoor Stocks**

Gloss: White Gloss · White Gloss Blockout · White Gloss Removable · Ivory Gloss · Yellow Gloss

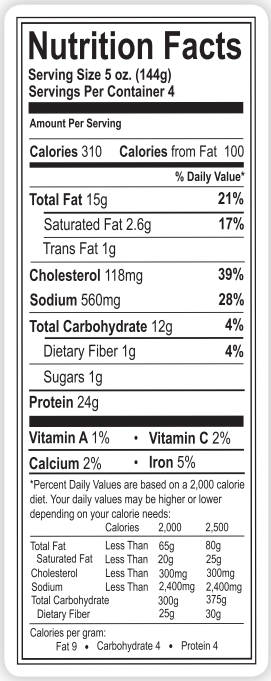
Matte: White Matte · White Matte Blockout · White Matte Removable · Ivory Matte · Yellow Matte · White EDP

Recycled: 100% Recycled · 30% Recycled

Film: White Film · Clear Film

Foil: Gold Foil · Silver Foil · Gold Foil Dull · Silver Foil Dull

Premium: Brown Kraft · Estate #9



Nutrition Facts

Serving Size 5 oz. (144g)
Servings Per Container 4

Amount Per Serving

Calories 310	**Calories** from Fat 100
	% Daily Value*
Total Fat 15g	21%
Saturated Fat 2.6g	17%
Trans Fat 1g	
Cholesterol 118mg	39%
Sodium 560mg	28%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Sugars 1g	
Protein 24g	
Vitamin A 1% •	**Vitamin C** 2%
Calcium 2% •	**Iron** 5%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

ADVERTISING & SELF PROMOTION LABELS

Things To Consider

- Get noticed! That's the goal of an advertising or self-promotion label. Select your design elements (including stock and printing options) with this in mind.
- Think about carrying your message beyond the point of application. Labels on vehicles (bumper stickers or window decals) and on people (labels on lapels) go the distance by taking your message with them where they go.
- It's important to consider the application temperature, the environment the product will live in and the product's life expectancy when choosing both the stock and the finishing elements. Optional features like a varnish or lamination will impact your label's performance.
- Celebrating a special milestone in your business or brand? Offering a promotion to new or returning customers? Advertising & Self-Promotion labels are the way to go!

Printing & Stock Options

Ranging from simple, 1 Color to full color. Foil Stamping and Blind Embossing add pop!

- **Indoor Stocks**

Gloss: White Gloss · White Gloss Blockout · White Gloss Removable · Ivory Gloss · Yellow Gloss

Matte: White Matte · White Matte Blockout · White Matte Removable · Ivory Matte · Yellow Matte · White EDP

Recycled: 100% Recycled · 30% Recycled

Film: White Film · Clear Film

Foil: Gold Foil · Silver Foil · Gold Foil Dull · Silver Foil Dull

Premium: Brown Kraft · Estate #9

- **Outdoor Stocks**

Standard: Clear Polyester · White Polyolefin · Silver Polyester Brushed · Silver Polyester · Yellow Polyolefin · Gold Polyester Brushed · Gold Polyester

Removable: Removable White Polyolefin

- **Window Cling / Decal Stocks**

White Window Lite · Clear Window Lite

- **Bumper Sticker Stocks**

White Polyolefin · Removable White Polyolefin

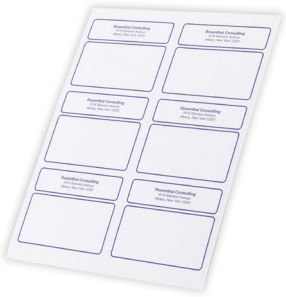
- **Water Bottle Label Stocks**

White Gloss · White Film

MAILING & SHIPPING LABELS

Things To Consider

- Ensure a professional appearance from the moment your package arrives at its destination with a mailing or shipping label.
- Capture this opportunity to ensure your brand is recognized as your package arrives at your customer's door.
- Address packages or envelopes quickly with these labels on hand and ready to go.
- Choose from a variety of pre-designed labels or create something entirely custom with your own logo or brand.



Laser/Inkjet Sheets

- White Matte Laser stock
- Label size: $3^{1}/_{3}$" x 4"
- $8^{1}/_{2}$" x 11" sheet, 6-up
- For laser or inkjet printers

Rolls

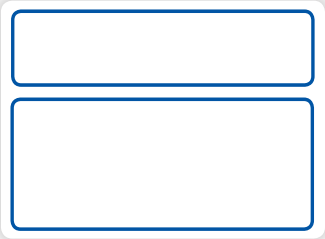
- White Matte stock
- Label size: $2^{15}/_{16}$" x 4"
- Perforated between each label
- For typewriters or handwriting

Pinfed - Fanfolded

- White Matte stock
- Label size: $2^{15}/_{16}$" x 4"
- Perforated between each label
- For dot matrix computer printers

Designer Mailing Labels

- Available in the delightful color and style schemes as shown.
- Add your logo and/or 4 lines of personalization at no charge. Unless otherwise specified, personalization will be typeset as follows:
  Mainline – **Helvetica Neue LT Std Bold**
  Body – Helvetica Neue LT Std Roman
- Imprint available in one color only.
- Bleeds and screens are not available.



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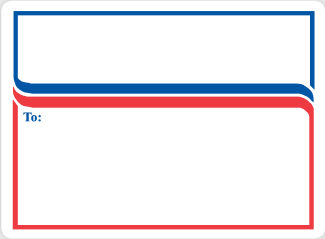

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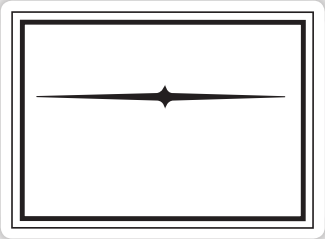

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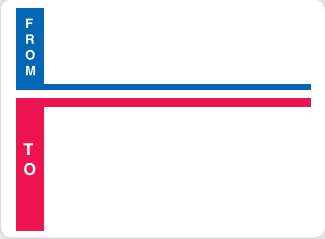

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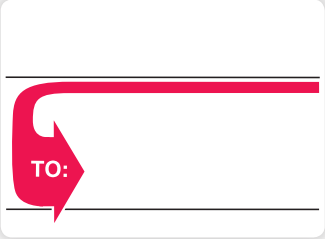
Design 14



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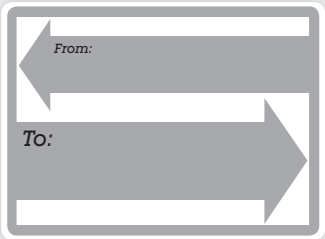
Design 16

Design 17



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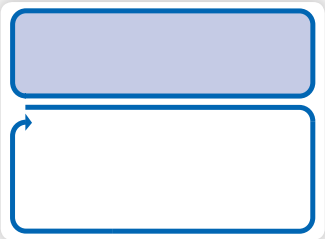

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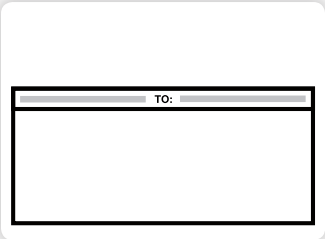

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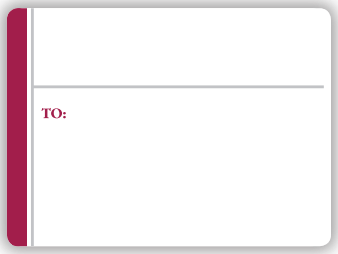

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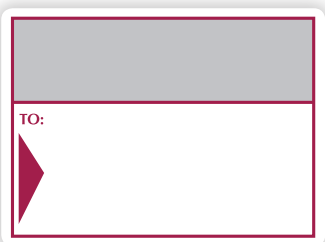

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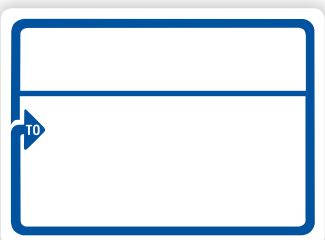

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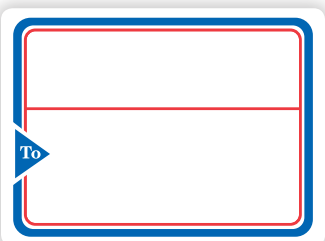
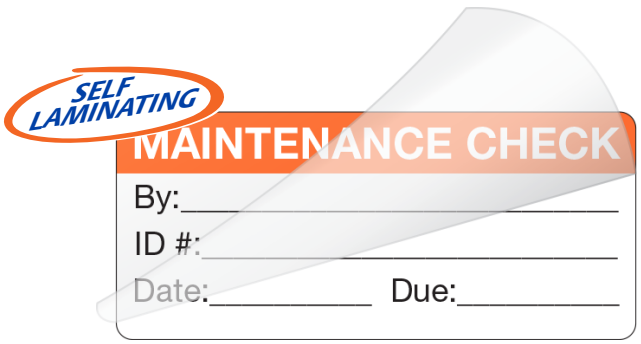


Design 25

DURABLE & INDUSTRIAL LABELS

Things To Consider

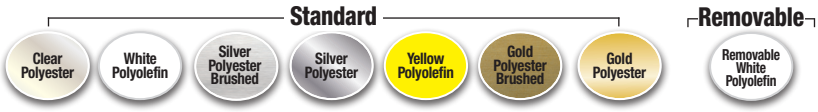
- From warning labels to asset identification, some labels need to stay in place in harsh environments for a long time, that's where our offering of Durable & Industrial labels comes in.
- With Durable & Industrial labels, it's especially important to consider the environment the product will live in and the product's life expectancy when choosing both the stock and the finishing elements. Optional features like a varnish or lamination will impact your label's performance.
- Consider freeform™ as an alternative to a traditionally shaped square or rectangular label. freeform™ allows labels of virtually any shape by using a laser to create your custom shape.
- Barcoding, consecutive numbering & variable data are all options for you to consider when ordering.
- Specialty applications like self-laminating or tire adhesive are also available.

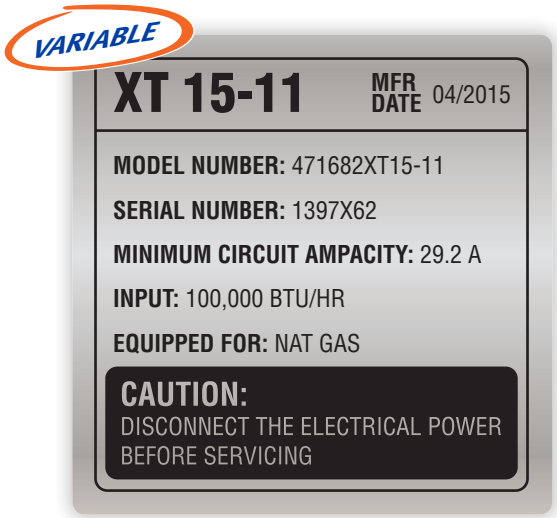


Printing & Stock Options

Ranging from simple, 1 Color to full color.

- **Outdoor Stocks**

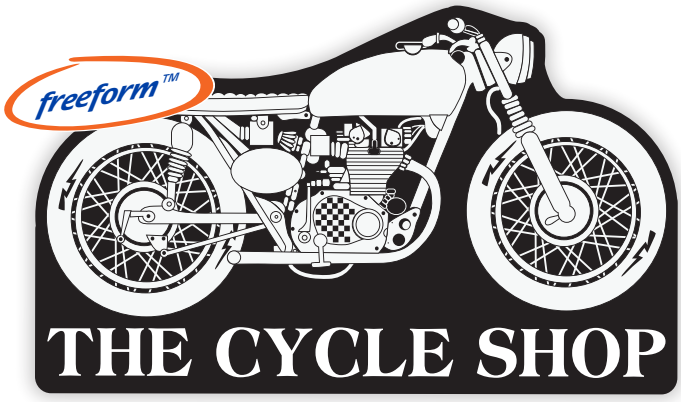




MULTI-USE LABELS

Things To Consider

- One label with many functions; multi-use labels go the distance featuring versatility and ease.
- If you have many labeling or branding needs these labels may be for you. Simple, and functional, multi-use labels allow you to order one label and use it for many functions from simple package branding or envelope sealing to promotional use and more.
- Consider choosing a removable stock that allows for clean removal from a variety of surfaces.
- Specialty features like embossing on foil stocks or opting for freeform™, which allows labels of virtually any shape by using a laser to create your custom shape are a great way to ensure your label stands out.



Printing & Stock Options

Ranging from simple, 1 Color to full color. Foil Stamping and Blind Embossing are also fantastic choices.

- **Indoor Stocks**

Gloss: White Gloss · White Gloss Blockout · White Gloss Removable · Ivory Gloss · Yellow Gloss

Matte: White Matte · White Matte Blockout · White Matte Removable · Ivory Matte · Yellow Matte · White EDP

Recycled: 100% Recycled · 30% Recycled

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Foil: Gold Foil · Silver Foil · Gold Foil Dull · Silver Foil Dull

Premium: Brown Kraft · Estate #9

- **Outdoor Stocks**

Standard: Clear Polyester · White Polyolefin · Silver Polyester Brushed · Silver Polyester · Yellow Polyolefin · Gold Polyester Brushed · Gold Polyester

Removable: Removable White Polyolefin

- **Window Cling / Decal Stocks**

White Window Lite · Clear Window Lite


JUNIOR PATROL
Oasis
DAY SPA
PLEASE DELIVER TO
Property of:
BlueArc WELDING
WINKELMAN'S NURSERY
6" Potted Mum
SCAN HERE
FOR RECIPES, COUPONS AND OTHER PRODUCTS!
OFFICIAL TRANSCRIPT
First Place!