

ADVERTISING & PROMOTIONS LABELS

ENGAGE YOUR AUDIENCE WITH CONFIDENCE & CREATIVITY BY USING LABELS THAT DELIVER YOUR MESSAGE WHEN AND WHERE YOU NEED THEM TO.



Types of Labels:

- Mailing Labels
- Coupons and Offers
- Bumper Stickers & Window Decals
- Water Bottle Labels
- Sticker Sheets
- Self-Promotion Labels

Great For:

- Branding & Marketing
- Seasonal Promotions
- Giveaways
- Parades
- Trade Shows

Available Options:

- Barcoding & QR Codes: Link to Website, Track campaign effectiveness
- Consecutive Numbering
- Variable Content/Multiple Versions: Advertise multiple locations, Segment test groups
- Low Minimums

SUCCESS STORY

CHALLENGE

A grocery store was looking for a way to call out their item-specific sales with a quick turnaround. They had considered signage, but that was a large investment for a sale that needed to be communicated quickly and for a short time.

SOLUTION

A label was created using digital full color printing on an in-house material to create a budget-friendly, colorful label that would arrive in time for the sale. The sale also allowed the grocery store to highlight close-dated products, decreasing the cost of removing potentially expired products from the shelves.

Full color print allowed the labels to feature appealing photos of the products that were on sale, giving the sale stickers additional shelf appeal and giving consumers a good idea of what was on sale. The full color print also created a professional look that a simpler image might not.

BENEFITS

In addition to having a stylish label to promote the sale, the grocery store also saw these benefits:

- Cost-savings for close-dated items
- Long-term sales boost on these products
- Label allows for product-specific promotions
- Photos of product