

EDUCATION LABELS

THE EDUCATION INDUSTRY IS A \$461 BILLION INDUSTRY WITH 1,840 TOTAL BUSINESSES.
DEPLOY A BRANDING STRATEGY, UTILIZING LABELS, TO STAND OUT & ATTRACT NEW STUDENTS.



Types of Labels:

- Bumper Stickers
- Window Decals
- Foil & Embossed Labels
- Mailing Labels
- Water Bottle Labels
- Sticker Sheets
- Seals for Accreditations
- Parking Permits
- Participation/Achievement Stickers
- Visitor Passes

Great For:

- Fundraising: Window Decals & Bumper Stickers through Activity & Booster Clubs
- School Spirit: Decorate Lockers, Laptops, Cars, Windows, Skateboards, Phones
- Equipment: Tracking, ID, Tech Support Contact Info
- Improve Communication & Organization: Visitor Passes, Parking Permits, Mailing Labels
- Window Signage: Entrance, Building Notices, Visitor Signage

Available Options:

- Barcoding & Consecutive Numbering: Parking Permits, Equipment Labels, Library Books
- Variable Content: Personalize Athletic & Club Decals & Bumper Stickers, Multiple Parking Permit Versions
- Blockout Labels: Cover Up Outdated/Incorrect Information

SUCCESS STORY

CHALLENGE

A high school economics class was looking to raise money for their annual class trip. They needed an idea that was unique, had high profit margins and didn't require any upfront investments or commitments.

SOLUTION

The class created four school logo designs using Window Lite, a decal that sticks to almost any surface and removes easily with no residue. The Window Lite decals could easily be applied to computers, lockers, skateboards, windows and even metal, making them both appealing and marketable.

The students were able to charge a premium price, selling them for \$5 apiece. Within just one week, they easily raised over \$1,000! Even better, that fundraising effort also gave students, teachers, and parents a way to show support for the school.

Parents, students, and teachers alike loved the decals. Soon, students were adhering them to locker doors and tablets. Moms and dads jazzed up refrigerator fronts and rear car windows. Teachers decorated homeroom door windows and white boards. Even the school secretary got in on the surge of school spirit by buying all four designs and using them to boost school spirit in the office.

BENEFITS

Apart from the students experiencing a hands-on lesson in economics, they quickly learned that Window Lite decals had benefits that perfectly suited their challenge:

- Low-effort fundraising
- Low minimums allowed for multiple design options
- No upfront investments or inventory management
- High profit margins
- Quick turnaround time (order was produced in just 3 days)