

PRE-PRINTED LABELS

Some popular label types and printing methods are shown

SPECIAL MATERIALS & FINISHES

There are several thousand different materials and adhesives available, from synthetics such as polypropylene ideal for outdoor use, tamper-evident/proof for security labelling and even metal plates for heavy duty labelling and cryogenic for extremes of temperature. Protective laminates and varnishes are also available. Whatever your requirement there will be a media to suit but not all print methods may be suitable for use with every material or adhesive. Your label supplier will be able to advise you

FLEXOGRAPHIC LABELS

This method is most suitable for larger runs of labels. Also known as Rotary Press. Artwork is sent to plate-makers to be turned into printing plates. One for each colour. Pantone - matched colours can be supplied to order. Any future text or artwork changes require new plates. Initial setup costs may be high but repeat orders are then cheaper.

THERMAL OVERPRINTING

Widely used in industry for barcoding, warehouse and pallet labelling. A cost effective and fast method of producing mostly black and white labels. Thermal transfer will produce higher quality, long lasting print using a ribbon. Thermal Direct will produce print generated by heat which is therefore less durable and sensitive to heat and light.

DIGITAL LABELS

Digital equipment makes short-run, full colour printing cost effective. It is now possible to dramatically increase the impact of your packaging with vibrant colour labels that have been produced without having to organise costly plates for artwork. This is ideal for limited edition products and test marketing. A photo quality label can be produced in matt or gloss finish. Send artwork on disk or email using PC supported files.

HOT FOIL LABELS

Especially suitable where a very shiny or bright finish is required such as silver or gold. There are hundreds of foil colours available in metallic and holographic material. Product Labels can be greatly enhanced by the use of foil and embossing. Apart from the high-quality, eye-catching finish the main advantage of hot foil labelling is its suitability for short print runs combined with low setup costs.

RESIN/BUBBLE LABELS

A very effective 3D label that has real visual impact. A bubble badge or bubble label is either screen or digitally printed on to a self-adhesive material. The label is cut to shape and a liquid two-part resin is dispensed by measured shot on to the label. The resin then flows to the edges and cures to give a durable raised resin dome with a highly tactile surface, which recovers when indented. Mirrored gold and silver materials are available. Combining embossing with your resin logo can also give an added dimension to your labels. Bubble badges are suitable for interior and exterior application with an exterior life of up to 10 years. Suggested use: Product Branding; Image Enhancement Sales Promotion; Advertising; Surface Protection