

LABELS

since 1979



No matter what kind of label you need, we have it! Choose the material, size, ink colors and custom features you need and we will make your perfect label a reality. Our experts will assist you in finding the most cost-effective options for your project.



YOUR SOURCE FOR LABELS!

Our products are designed to meet the unique needs of your business. This kit provides an introduction to the stock and custom options available to you, with detailed information about different label materials on pages 18-22. With new applications emerging all the time, labels are versatile tools for those who seek creative business solutions. This overview is only the beginning of what we can help you accomplish as your go-to label source.



Call today to learn more about our wide range of capabilities!

Express Labels







When you need high-quality labels quickly, we deliver. One- and two-color labels are available at affordable prices and with short lead times. Most popular shapes and sizes can be completed in only three production days, keeping your business on the fast track.

Applications for our Express Label Line:

- Packaging
- Promotions
- Product labels
- Special events
- Mailing labels
- Special instructions



Express Labels are printed in one or two of these colors:

Black	
Process Blue	
Reflex Blue	
165 Orange	
185 Red	
347 Green	

Available in these materials:

- White semi-gloss
- White matte
- Fluorescent
- Matte foil
- Printer-friendly EDP – *pin fed only*

Express Label Requirements

Express label orders are subject to certain requirements to ensure consistent price and production time. Please call for more details and we will work with you to find the best solution for your specific needs.

- 10,000 maximum quantity
- Five lots (combo) maximum, no stock changes, only copy and/or ink changes
- No split shipments; must be separate orders
- No graduated screens
- No fluorescent or metallic (800 series), pastel (9000 series) or 7400 series inks
- Three-day lead time is standard for 10,000 quantity
- Add one day for PMS match, proof or combos up to three lots
- Add two days for four to five lot combos

Conventional Products

Name Badges and Lapel Labels

Say “hello” to our name badges and lapel labels, made to easily and safely adhere to all types of clothing. They are available in rolls or sheets and with printing in up to eight colors.

Perfect for:

- Meetings
- Parties
- Conventions
- Visitor badges
- Elections

Reminder Labels

These labels are ideal for emergency phone numbers, frequently-used information, delivery notices and any other content you want customers to have readily available. Reminder labels can be printed on both rolls and sheets.

Available in:

- Various sizes and styles
- Up to eight-color printing
- White gloss material
- Lay-flat liner
- Permanent adhesive

Preprinted Sales and Office Labels

Preprinted sales and office labels are a convenient everyday resource for your workplace. They display commonly-used messages and are printed on rolls of 500 labels each.



Shipping Labels

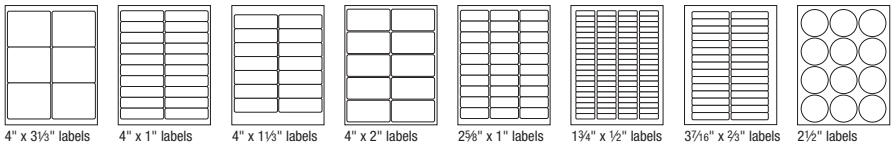
Available blank or imprinted in your choice of format, these labels give packages a professional look. Shipping labels are produced on uncoated, white, smudge-proof stock. They can be printed in sheets, on rolls or fanfold with pin feed.

Choose from these ink colors:

-  Black
-  165 Orange
-  Process Blue
-  185 Red
-  Reflex Blue
-  347 Green

Custom Laser Labels

Personalize laser labels with your company's logo and information for simple branding. Die cut and printed on white, uncoated paper. Pin-fed and roll formats are also available for use with your equipment.



Four-Color Process

Detailed, full-color images with high resolution convey professional quality and attract attention to your brand. Four-color process labels can be printed in any of our most popular shapes or we can create a custom die cut especially for you. We recommend a high-gloss stock with a varnish over coat for full-color labels, but most substrates are available.

Popular uses include:

- Packaging
- Promotional materials
- Product labels
- Food labels
- Health and beauty labels



Roll Labels

Roll labels can be printed in up to eight colors with core diameters from 1" to 3". Our specialized equipment allows us to offer affordable roll labels with fast delivery.

Products include:

- Bag seal labels
- Envelope decorating labels
- Special pricing labels
- Informational labels
- Promotional labels



Integrated Products

Form and Label Combinations

Integrated products combine multiple tasks into a single piece, resulting in cost savings, convenience and greater efficiency. One example of an integrated form and label combination is the chain-of-custody form, which is commonly used in the healthcare industry.

We specialize in form and label combinations in roll, unit set, fanfold and cut sheet formats. A variety of paper weights, ranging from 20# bond to 125# tag, and a selection of special adhesives are available for you to customize your product. These labels can be printed in up to seven colors. Special die cuts are also available.

Dual-Web Labels

Dual-web construction involves joining a form and label together side-by-side with a seamed glue line in order to form a single web.

Perfect for these industries:

- Medical
- Shipping
- Transportation
- Pharmaceutical
- Inventory



Label Mailers

Grab attention with mailers that show your message on one side and a label on the other. Label mailers are printed in up to seven standard ink colors on white gloss paper, with a lay-flat liner. Back printing is available in black ink only for an additional charge. Choose from a variety of different formats.

Popular uses include:

- Fundraisers
- Promotions
- Political messages
- Reminders



Special Die Cuts

Labels can be virtually any shape thanks to die cuts. Choose from our extensive library of dies, or have our experts work with you to create a custom solution to match your specifications. Our die-cut labels can be printed on a variety of stocks, including special materials.

Almost any label can use die cuts, including:

- Promotional labels
- Attention grabbers
- Special offer labels
- Celebration labels



Thermal Imaging

We supply premium-quality direct thermal and thermal transfer labels that will not cause premature wear on your print heads or produce dust that can cause critical voids in printing.

Our fanfolded or roll labels are consistent in dimension and printability and can be perforated between each label for easy separation. Cores 3" in diameter, 8" outside diameter and wound out are standard.

Thermal imaging products are available as:

- Ribbons only
- Labels only, including custom sizes
- Matched ribbon and label roll lengths packaged together



Numbering & Variable Imaging

Barcoding and numbering are some of the most efficient ways to track and transfer information. Variable imaging allows printed information to change from one label to the next without slowing production. With many coding formats and styles available, we can help maximize efficiency and organization within your business.

Popular uses include:

- Production and inventory control
- Loss prevention
- Order tracking
- Information transfer
- Parking permits



Special Materials

We have a vast selection of film, synthetic and paper stock materials available. Even extreme weather conditions are no match for our durable outdoor labels.

Special materials designed to withstand:

- Outdoor use
- Rough surfaces
- Extreme temperatures
- Other weather-related phenomena



Custom Capabilities

The right label for the job can accomplish many things, from improving efficiency to attracting new customers. Our expert team will work with you to ensure that your labels meet all requirements.

Our custom capabilities include:

- Adhesive printing
- Backsheet printing
- Cold foil stamping
- Consecutive numbering
- Continuous and sheet dual-web
- Hot stamp and turret rewinder
- Four-color process
- Foil labels
- Lamination



Label Materials

Lamination, Varnish & UV Coatings

A protective coating is recommended for labels that will be exposed to chemicals, moisture, extreme temperatures or frequent handling. Common types of protective coating include UV clear coat and lamination.

Computer Imprintable Varnish – A matte overprint used to make stocks imprintable by dot matrix or laser printers. Applied over gloss and matte stocks.

Polyester Laminate – The highest degree of label protection, available in clear or matte finish. Laminates are abrasion- and solvent-resistant and are dimensionally stable. Recommended for use on all face stocks when maximum lifespan and quality appearance are required.

Polypropylene Laminate – A low-cost, clear over laminate that provides excellent abrasion and solvent resistance. A good choice for product labels, short-term outdoor products or indoor applications where abrasion resistance is needed.

Scuff-Resistant Varnish – A low-gloss varnish with good abrasion and water resistance.

Standard Varnish – A high-gloss, low abrasion-resistant varnish.

UV Overprint – An extremely high-gloss overprint that offers abrasion, water and mild solvent resistance. Excellent for prime labels or whenever high-quality appearance is important.

UV Thermal Overprint – High-gloss overprint that accepts imprinting by most thermal transfer printers.

Custom Label Stocks

8 pt. Tag – An 8 pt. C1S pressure-sensitive tag that is usually mated to a clean-release liner to make a membership card. Used with coupon stock to make a membership card affixed to a carrier. Can be provided on rolls for customers to tip on to documents at their own facilities.

BOPP (biaxially oriented polypropylene) – Highly durable and resistant to most acids, petroleum-based chemicals and mild solvents. Has a high temperature resistance and excellent clarity. This material is also used in lamination. Available in clear, clear matte, white or silver metalized.

Conformable Polyethylene Film – A white, top-coated film stock that provides an excellent low-cost alternative to vinyl.

Direct Thermal – A thermal imaging label stock that is heat activated at 185° F. Testing for specific applications is recommended. Available in white paper or synthetic stocks.

DuPont™ Tyvek® – Opaque, white, spun bonded, polyolefin film with exceptional tear and moisture resistance. Ideal for labeling applications that require high durability.

Fluorescent – A matte-coated fluorescent finish with exceptional brilliance and visual impact. Designed for indoor applications. Black ink is recommended. Available in red, orange, chartreuse, pink and green.

Fluorescent Laser – A lightweight, fluorescent stock designed for superior image quality and processing in most desktop, non-impact printers.

Foils – A laminate of aluminum foil and paper. The aluminum gives the face stock a metallic appearance, while the paper adds strength. Two material options are available. Laminated foil is an extremely thin layer of foil laminated to a base stock and is available with dull or shiny finish. Solid foil is an aluminum foil available with bright or dull finish. Recommended for indoor applications. Available in bright gold, matte gold, bright silver and matte silver.

Gloss Laser – A smudge-resistant, semi-gloss sheet ideal for custom printed labels that require multicolor graphics.

Laser – An uncoated face sheet that works well with most medium and high-speed printers. Testing for your specific application is recommended.

Laser Latex – A 60# latex-saturated face sheet designed for use in high-speed laser printers. Ideal for applications such as supermarket

Label Materials

shelf talkers.

Laser Imprintable Polyester – Available in clear, white and matte silver. Provides the durability of polyester with laser printer compatibility.

Latex – A highly moisture-resistant, bleached, kraft sheet with a low-gloss finish.

Piggyback – Two label layers, where the top label has adhesive on the back and the second label has a release coating on the front with adhesive on the back. When the label is removed from the liner and blown on to the form, the adhesive on the back of the second label affixes the label to the form. Ideal for indoor applications.

Polystyrene – Optically clear, versatile film with excellent strength and stiffness for non-conformable label application. Available in white or clear.

Polyester (PET) – Extremely durable film stock intended for indoor or outdoor use when longevity under harsh conditions is required. Lamination is recommended for best results. Available in chrome, clear, white and matte silver.

Polyester, 7ml – Essentially the same as laser imprintable polyester and used primarily for membership cards. Mated with a clean-release coupon stock to make membership cards affixed to a carrier. Can be provided on rolls to tip on or affix at customer facilities.

Semi-Gloss Paper – A premium, bright white coated face stock featuring exceptional smoothness and strength for easy printing and converting.

Synthetic Thermal Transfer (Kimdura®) – An ultra-smooth, synthetic, coated smudge-proof stock for outdoor thermal transfer or dot matrix printed applications.

Thermal Transfer – A super smooth, smudge-proof label stock used specifically for standard and high-speed thermal transfer printing that requires the use of a thermal transfer ribbon. Provides superior barcode

printability. Available in white paper or synthetic stocks.

White or Clear Vinyl – A durable, flexible, weather-resistant stock that is suitable for indoor or outdoor use. Lamination or varnish is recommended for harsh environments.

White Gloss – Provides an excellent, high-quality print surface when writing or typing on the label is not necessary. Recommended for indoor applications.

White Matte Litho – High-quality, coated stock that offers excellent print characteristics. Recommended for labels that must be written or typed on. Intended for indoor applications and can be flood coated.

White Uncoated – A flexible, uncoated stock that offers excellent smudge resistance and is recommended for use with pin-feed printers and typewriters. Intended for indoor applications.

Label Adhesives

All-Temperature – Designed primarily for application to frozen surfaces, but also performs well in hot temperatures. Application temperature range is 10° F to 200° F.

Freezer – Permanent adhesive designed for cold room applications. Can resist temperatures as low as -65° F.

Glove Friendly – An adhesive that performs in multiple environments and resists adhesion to latex gloves.

High-Tac – Highly-aggressive, permanent adhesive designed for use on difficult surfaces such as textures or unfinished wood (e.g. pallet labels).

Opaque – A colored adhesive used to “cover up.” Performs as a permanent adhesive.

Permanent – Features a high initial tack and excellent bond strength. Minimum application temperature is 40° F. Permanent adhesive is supplied unless otherwise requested.

Removable Adhesive – Allows the label to be removed after it is applied.

Label Materials

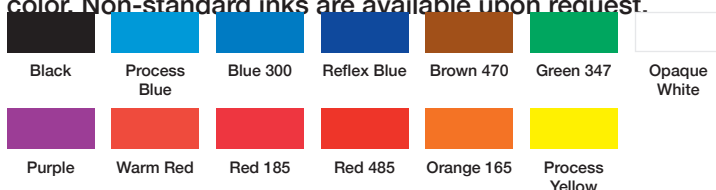
However, it will become permanent over time or with exposure to weather.

Repositionable – A pressure-sensitive adhesive characteristic that allows a label to be lifted and moved or discarded. Adhesive can become permanent over time.

Ultra Removable – An adhesive that can be removed from a substrate numerous times. Ideal for labels that require removability over long periods of time.

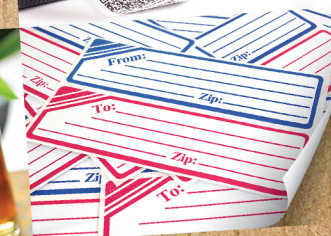
Standard Label Inks for Custom Products

Below are the 13 standard Pantone® ink colors available for the majority of our custom products. Only premium flexographic inks are used. However, certain colors may fade in direct sunlight in as few as three months. Ink shade will vary depending on label stock and background color. Non-standard inks are available upon request.



Colors and Color Breaks – Verify your label colors with PMS charts and remember to consider the label material's background color. PMS colors will look different on label stocks such as films, fluorescents and foils. Digital printing will not match PMS swatch books—they can only be used as a matching reference.

Some materials are special order and minimum order quantities may vary. Please call for details.



Stock
Laser
Four-Color Process
Die Cut
Rolls
Dual Web
Integrated
Thermal
Foil
Laminated
Tyvek®
Fluorescent
Express Labels
and MORE!

