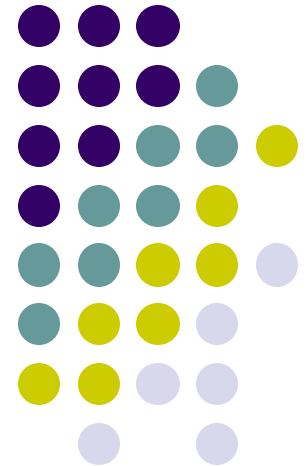


**Labels – It's not a sticky situation,
...when the right questions are
asked.**



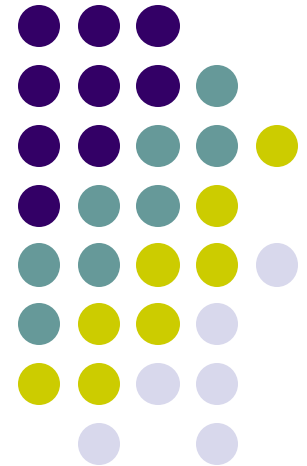


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How Are My Labels Printed?

Labels are primarily printed using the flexographic process.

Digital is an option and is good for short to medium runs or where variable data is needed.

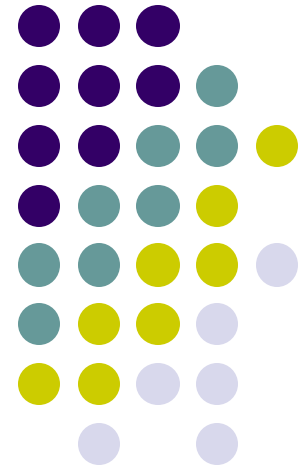




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How Are My Labels Supplied?

- Rolls: For Hand or Machine affixing
- Sheets: For Hand or Machine inserting or Lasering
- Fanfold: Continuous Form with Pinfeeds for Lasering

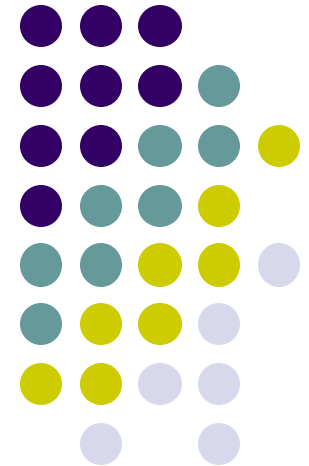




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What Is My Label Printed On?

- Papers: Coated, Uncoated, Laser, Foil, Fluorescent
- Piggyback: A multi layer construction
- NovaNote: Pattern and Full Gum (think Post It)
- Films: White & Clear for Decals and Bumper Stickers
- Static Cling: Decals for Inside the Window applications
- Adhesives: Permanent, Removable, Repositionable





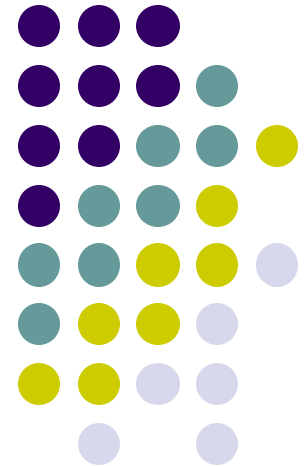
Why are you asking what material I want my decal to print on?

- When spec'ing for a decal or sticker sheet...

- "Decal 3 x 3. White semigloss material..."

- This would indicate the request is paper, but since the description is **Decal**...it could be bumper sticker material.

Confirm intended use of decal to determine best material to quote to **Avoid being Overcharged or Undercharged!**





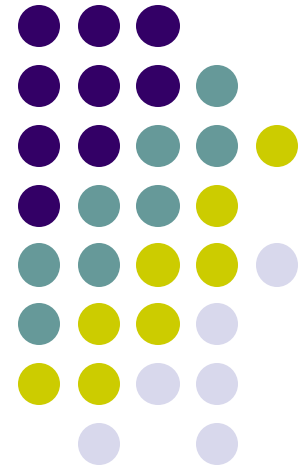
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How can I save money?

-What you think prints CMYK may better print as
spot PMS color!

- BE FLEXIBLE WITH DIE CUT SIZES -

- *1/8" difference in size can potentially save you
thousands of dollars in new dies and paper*



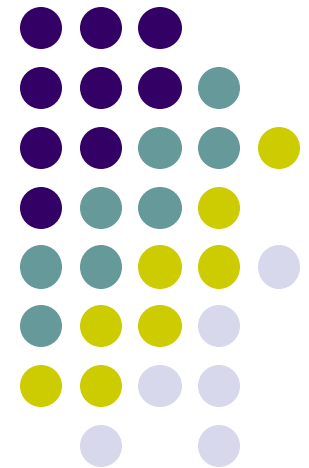
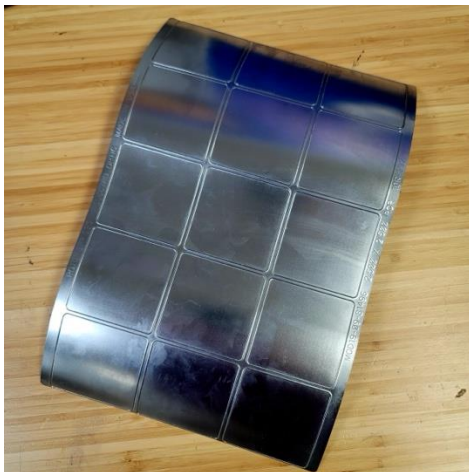


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Sharp as a Tack

Not all Cookie Cutters are the same

Flexible dies are the most economical tools to use.

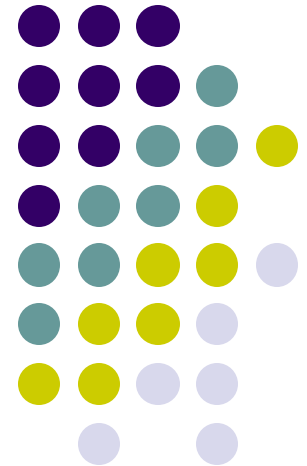
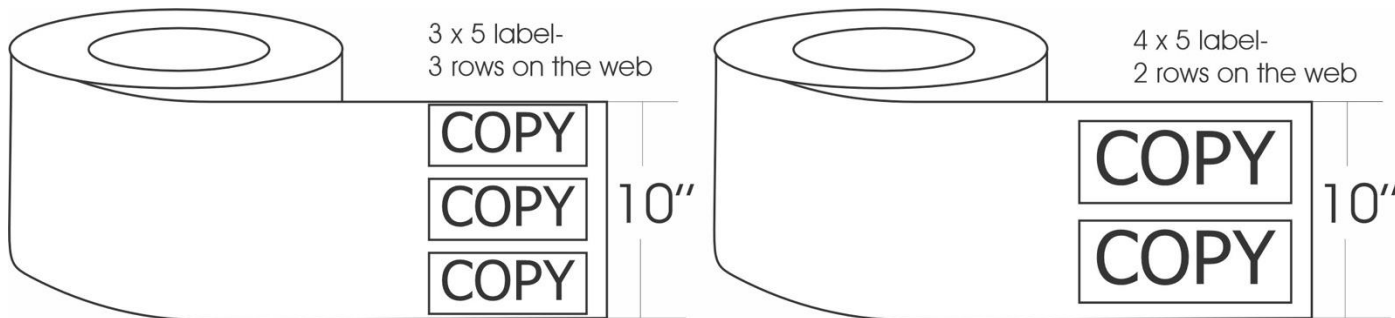




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Is my label an efficient size?

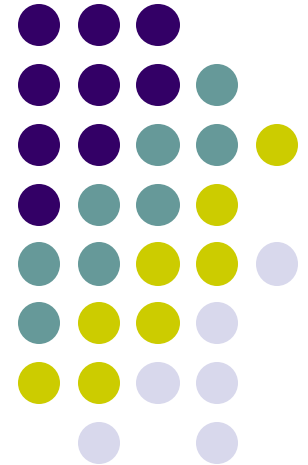
Size matters...Well, at least for how many labels can yield from the web roll.





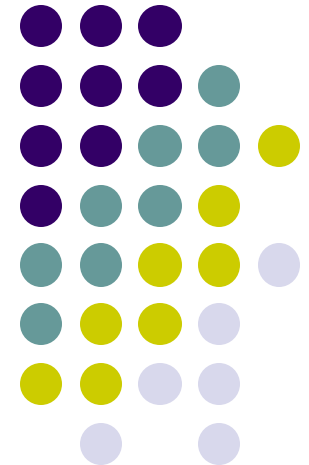
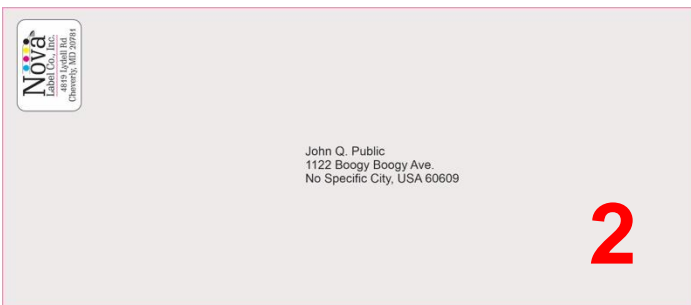
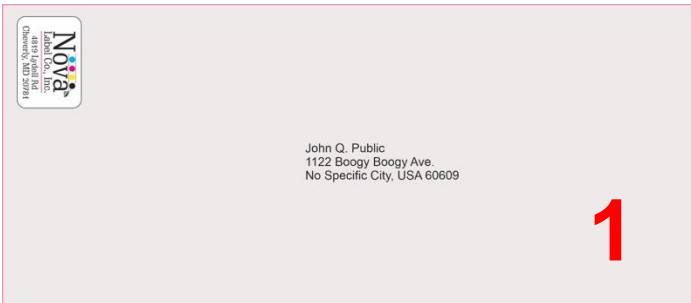
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**One of these
is not like the others...**





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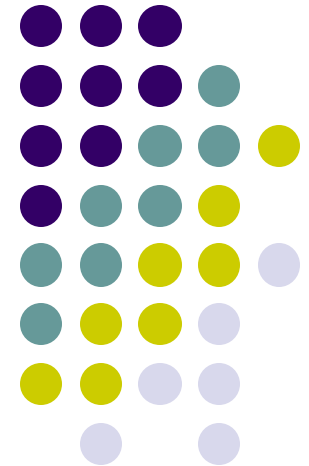




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Why do I ask how you want your labels to come off the roll?

Unwind position is important to know. This is how the label dispenses off the roll when machine affixed to properly align with the piece it is being applied to.



Thank You!



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301-386-4433

