

Handy hints to ensure your labels are right for you

1. Is your label the correct size for your container/bottle?

Please be aware that most containers/bottles will be supplied with a recommended maximum label size. To ensure ease of application it is best to design your label to be at least 3mm top and 3mm bottom **smaller** than the maximum recommended label size.

2. Art and text to be supplied

You supply us the original art and text (we are not designers, but in most instances we can alter your art if you require changes to be made) and we will send you a proof to check. When you confirm that the proof is correct we will print your labels.

3. Is your container/bottle straight or tapered - glass, plastic or other?

If your container is tapered we need to know to make sure that the art accurately reflects the tapered shape. We also need to know what the label is being adhered to as this can impact the stock that we use for your labels.

4. What temperature do you label at, and at what temperature is the product going into your container/bottle?

We need to know approx. temperatures because the temperature can affect the ability of the adhesive to stick to your container/bottle and this may impact the stock that we choose for your labels.

5. Our standard stock is Gloss Paper C58, but a synthetic or textured stock can be used if preferred

C58 has a permanent adhesive which means if the label is stuck down incorrectly it can't be peeled off and stuck down again. If you want to be able to 'reposition' or 'remove' your label just tell us and we will print your labels on a repositionable or a removable stock. **If you would like your labels to have a metallic or foiled look we can use a silver stock or a foil** – with white opaque ink used to block out the foil for non-metallic areas. Let us know if you would like this option.

6. Would you like your labels to have a gloss, a matt or a laminated finish?

The labels we print are varnished or laminated to protect the ink. Tell us the finish that you would like - gloss or matt, and either varnish or laminate. **Note: be aware that some printers can't overprint on laminate.**

7. Are your labels overprinted with a date stamp etc., do you need a spot varnish panel?

If you overprint information on your labels we need to know this so we can leave the area where you overprint unvarnished. **Note: this is very important – if the area is varnished your overprinting might rub off....**

8. Are your labels hand applied or machine applied?

We need to know this because it may make a difference to the orientation of your finished labels.

9. If the labels are machine applied we need to know your applicator's winding style, and if there needs to be a minimum/maximum gap between labels.

These are our eight different winding styles. We need to know the required winding style for your applicator.



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