



**PRINTED PRODUCTS INNOVATION**

## Labels, Labels, Labels

How many labels have you been affected by so far today? 1? 10? 50? You'd be surprised. Lets look at your day so far.

The alarm went off, you got up, showered, ate breakfast, drove to work, met with a vendor and worked at your desk for a few hours.

Now lets take a closer look at the labels that affected you.

The alarm clock had a serial number or product label, the shampoo you used had a product label, the magnet label on the refrigerator reminded you about calling your dentist, the milk you drank and the food you ate had product labels.

You drove your car which has license plate tabs/labels, maybe a bumper sticker label, an oil change reminder label, a state park label, a parking permit label, a car identification label, a seat belt label on the window, or a dealership label.

You get to work and there's a security label on the door, your name badge has a barcode label across the back, you pass a fire extinguisher with an instruction label. You meet with a vendor who is wearing a visitors badge label, who brings you paper samples marked with personalized Post-It labels.

You work at you desk and you open your mail which includes envelopes and packages with shipping labels, you work on your computer which may have a serial number label, a product label, or a "Property of..." label, you use your calculator which has an overlay label, you receive a floppy disk with a disk label attached giving you the mailing list that needs to be printed on address labels for the next mailing... and the list goes on.



The point is labels inform, instruct, and persuade you throughout the day.

This issue will look at new label products and technologies as well as supply general information to help you select all the right elements to create the perfect label.

### Here's What's New:

#### Security

Tamper Evident Chrome, as shown below, is beneficial for warranty labels or manufacturing seals. When removed, the word "void" is left patterned on the products surface

Destructible Acrylic produces a nontransferable decal. The material breaks into small pieces when removal is attempted.

Satin Aluminum self sticking nameplates have a special topcoating that can be marked on with ball point pen or typewriter, making them suitable for inventory control, serial numbers, service records, etc.

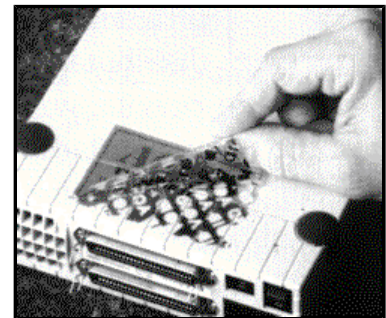
#### Laser Sheets

As shown in the photo above, an expanded stock line has been added to include hundreds of sizes and sheet configurations.

New sizes include A4 European size laser sheets used in Europe, Central and South America. A4 sheets are approximately 8.25 x 11.75 as opposed to a 8.5 x 11.

New stocks include fluorescent, pastel, white satin, latex, and clear and white polyester.

#### Digital Printing and Die Cutting



RETURN MERCHANDISE AUTHORIZATION

With the new digital process, you can have high-quality, multicolored labels in quantities as low as one!

Labels printed digitally can be done on a variety of durable stocks and colors. Computer controlled cutting allows cutting of any size or shape, including complicated contour cuts.

This feature eliminates the need for costly rotary dies. The process is entirely digital, so there is no film, plates, makeready or cleanup.

Digital Printing is ideal for small-batch prototypes and mock-ups, product identification, vehicle markings and signage. It's also a fast way to generate consecutive numbered decals.

### Floorgraphics

Need to introduce a new product or procedure? Floorgraphics may be the answer. Floorgraphics put advertising under people's noses- more specifically their feet. Your message is screen printed on white vinyl made with ultra removable adhesive and then over-laminated with a skidresistant surface.

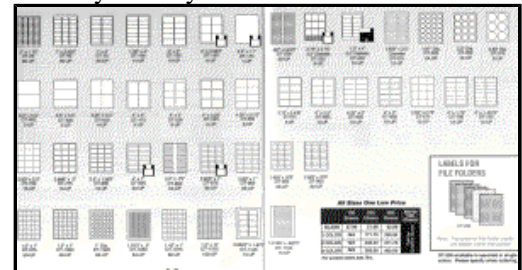
Floor graphics may be used internally as part of safety campaigns, employee motivation programs, or for publicizing a new product.



### Stock Line of Integrated Self-Labels

Integrated self-labels cut processing time by allowing you to print the label and document together. Since labels and form both print in one pass through your printer, errors are virtually eliminated since the label and form are never separated until they're ready to use.

Ideal uses include Return Material Authorization Forms, Shipping Forms, and Sales/Inquiry Fulfillment Forms.



### List of Available Labels

- Address & Phone Labels
- Anniversary & Special Event
- Audio, Video, & Diskette
- Barcoding
- Bumperstickers
- Bursts
- Clean Release Labels
- Consecutive Numbered Labels
- Custom & Stock Ship Labels
- Decals & Window Stickers
- Digital Printing
- Direct & Thermal Transfer Labels
- Durable Decals
- Embossed Foil Seals
- Fluorescent Labels
- Foil Stamped Labels
- 4-Color Process Labels

- Identification Labels
- Interactive & Piggyback Labels
- Label Mailers
- Laser & Inkjet Labels
- Namedroppers
- Name Badges & Lapel Stickers
- Novelty-Shape Labels
- Numbered Labels
- Outdoor Labels
- Parking Permit Labels
- Polyurethane Dome Labels
- Reflective Decals
- Removable & Ultra Removable Labels
- Static Cling Labels
- Tamperproof Labels
- Vehicle Decals
- Warning Labels
- Weatherproof Labels

Choice is committed to helping you select all the right elements to create the perfect label. With an extensive library, we can supply any sample of stock, adhesive or label type at your request.

**Call us today at (952) 942-0045, for answers to your questions or to request pricing on a new or existing label.**

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