



# LABEL RESOURCE GUIDE



Western States  
Envelope & Label

WSEL.COM



# CREATING THE PERFECT LABEL

You and your customers deserve perfection. We've been collaborating to create it with professionals like you since 1908.

What's the secret to our nationwide reach and renowned reputation among printers and distributors? You. We listen and apply our label expertise until we've produced exactly what works for your business. When you're happy enough

to tell someone about your Western States Envelope & Label experience, we've done our best to serve you.

To help us make your labels exceptional, we've developed this Resource Guide. It provides you with the basic principles and tools to engineer your labels accurately. Peruse our offerings, and contact us when you're ready. We look forward to crafting your perfect label.



## COMMITTED.

*Your message is our mission.* When you're happy enough to tell someone about your Western States Envelope & Label experience, we've done our best to serve you.



## INNOVATIVE.

We challenge production techniques, set new standards in quality, and raise the roof on results. You get the best label for your application, every time.



## VERSATILE.

We don't run away from label obstacles—we chase them. Whether it's budget constraints or complex specs, our nimble experts stay focused on finding the most sensible solutions for your needs.

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LET'S MAKE YOUR  
PERFECT LABEL 











# AUTOMOTIVE/INDUSTRIAL/CHEMICAL

## • BATH & BODY/COSMETICS

### AUTOMOTIVE/INDUSTRIAL/CHEMICAL

Performance. It's what keeps the automotive, industrial and chemical industries moving forward. Keep pace with durable, high-performing labels with a little help from us. From standout styles to long-lasting finishes; we offer labels that work harder and smarter for everyone.

#### SUGGESTED LABEL STOCKS

DESCRIPTION	COMMON USES	TEMP.
<b>White or Clear Film - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
<b>White Matte Film - Permanent Adhesive</b> White matte poly facestock with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels, water resistant with lamination	200° ↑ -65° ↓ 
<b>White Vinyl - Permanent Adhesive</b> White Vinyl face stock with permanent adhesive	Outdoor permanent labels, product labels, bumper stickers, water resistant with lamination	300° ↑ -40° ↓ 
<b>White, Clear, or Silver Polyester - Permanent Adhesive</b> Thermal transfer imprintable white or clear polyester with permanent all temp adhesive	Industrial applications, furnace/water heater labels, bumper stickers, water resistant with lamination	300° ↑ -40° ↓ 





Flame retardant/flame suppressant label stocks are also available, call for details.



### BATH & BODY/COSMETICS

From a relaxing scent to complete makeover, it seems everyone wants to look their best or claim their sense of calm these days. Whether it must reflect a moment of calm or withstand a wet corner in a bath or shower; we offer labels that combine function with flair for every bath & body/cosmetic customer.

#### SUGGESTED LABEL STOCKS

DESCRIPTION	COMMON USES	TEMP.
<b>White or Clear Film - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive	One time use product label	150° ↑ -65° ↓
<b>White Matte Film - Permanent Adhesive</b> White matte poly facestock with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels, water resistant with lamination	300° ↑ -40° ↓ 
<b>Gold/Silver (Bright or Dull) Paper - Permanent Adhesive</b> Bright or Dull Gold or Silver foil paper labels with permanent adhesive	Promotional labels, eye-catching labels, high-end product labels	150° ↑ -50° ↓



Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.



\*See page 29 for a list of our popular label finishes.



EDUCATION

Education professionals need labels that help build awareness, overcome challenges and foster an inspiring learning environment. That's why education professionals depend on us. Campus-wide mailings, club promotions, fundraisers...learn what our labels can do for education.

SUGGESTED LABEL STOCKS		
DESCRIPTION	COMMON USES	TEMP.
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive	One time use product label, kid stickers, organizational labels	150° ↑ -65° ↓
<b>Matte Litho Paper - Permanent Adhesive</b> White matte litho paper with permanent adhesive	One time use product label, kid stickers, organizational labels	160° ↑ -65° ↓
<b>White Semi-Gloss Paper - Removable</b> White semi-gloss paper with removable adhesive	Identifier labels, temporary labels	150° ↑ -40° ↓
<b>White Semi-Gloss Paper - Repositionable</b> White semi-gloss paper with repositionable adhesive	Kids stickers - labels that can be repositioned multiple times and will not permanently adhere, activation labels	200° ↑ -40° ↓

FOOD & BEVERAGE

Our label product ideas in the food and beverage industry are as hearty as your appetite for innovation, choice and new flavors. Let our expertise help promote your food or beverage products. From standout colors to stylish and sturdy finishes that work in many environments; these labels move products off the shelves.

SUGGESTED LABEL STOCKS		
DESCRIPTION	COMMON USES	TEMP.
<b>White Film - Permanent Adhesive</b> White poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓
<b>Clear Film - Permanent Adhesive</b> Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -65° ↓
<b>Matte Litho Paper - Permanent Adhesive</b> Thermal transfer imprintable white uncoated paper with permanent adhesive	One time use product label, identifying labels	160° ↑ -65° ↓
<b>Gold/Silver (Bright or Dull) Paper - Permanent Adhesive</b> Bright or Dull Gold and Silver foil paper labels with permanent adhesive	Eye-catching product labels (ex. beer and wine labels)	150° ↑ -50° ↓












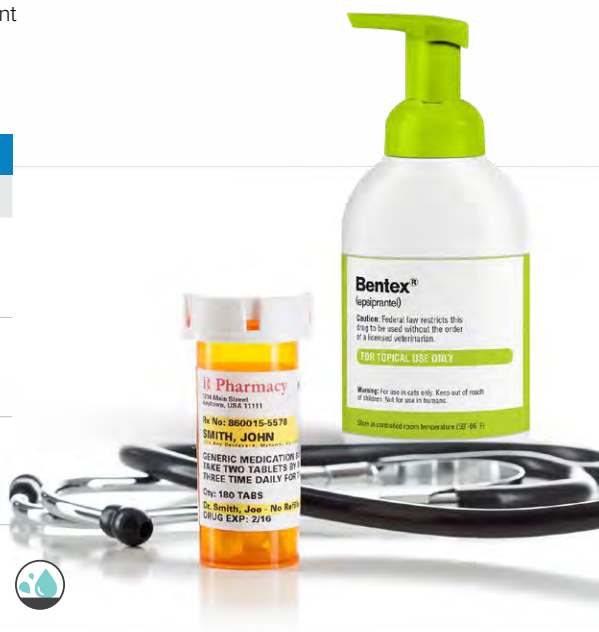


# MEDICAL & PHARMACEUTICAL • OFFICE & PROFESSIONAL

## MEDICAL & PHARMACEUTICAL









From healthcare systems to physician's offices, labels ensure an organized and efficient environment. Reminders, patient instructions, kids rewards, managing supplies and devices, facility management, managing patient files, paperwork and window decals for every professional who makes patient care, health and wellness a priority.

SUGGESTED LABEL STOCKS		
DESCRIPTION	COMMON USES	TEMP.
<b>Thermal Transfer Paper - Permanent Adhesive</b> Thermal transfer imprintable white uncoated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels	176°   -4°
<b>Fluorescent Paper - Permanent Adhesive</b> Fluorescent (Red, Chartreuse/Yellow, Orange, Pink and Green) paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels	160°   -65°
<b>Direct Thermal Paper - Permanent Adhesive</b> Direct thermal imprintable white medium coated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, direct thermal imprintable labels	200°   -65°
<b>White Matte Film - Permanent Adhesive</b> White matte poly facestock with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels, water resistant with lamination	200°   -65° 



## OFFICE & PROFESSIONAL

Keeping the office running smoothly takes expertise, organization and, of course, the right labels. Add more productivity to your workday with a little help from us. From sleek and stylish to wear-and-tear resistant; we offer labels that work smarter in every professional office environment.

SUGGESTED LABEL STOCKS		
DESCRIPTION	COMMON USES	TEMP.
<b>Thermal Transfer Paper - Permanent Adhesive</b> Thermal transfer imprintable white uncoated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels	176°   -4°
<b>Flourescent Paper - Permanent Adhesive</b> Fluorescent (Red, Chartreuse/Yellow, Orange, Pink and Green) paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, eye-catching promotional labels	160°   -65°
<b>Direct Thermal Paper - Permanent Adhesive</b> Direct thermal imprintable white medium coated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, direct thermal imprintable labels	200°   -65°
<b>Blockout Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper facestock with permanent adhesive	Made a mistake? This will cover it up.	150°   -50°



Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.

\*See page 29 for a list of our popular label finishes



## SERVICE INDUSTRIES & PROMOTIONAL • SPORTS & RECREATION



### SERVICE INDUSTRIES & PROMOTIONAL

Gain attention for your brand or business with promotional labels. Highlight special characteristics of a product, discounts offered, instructions for use or cross-promotion of additional products to get noticed and get results.

#### SUGGESTED LABEL STOCKS




DESCRIPTION	COMMON USES	TEMP.	
<b>White or Clear Film - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓	
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive	Single-use product label	150° ↑ -65° ↓	
<b>Gold/ Silver (Bright or Dull) Paper - Permanent Adhesive</b> Bright or Dull Gold and Silver foil paper labels with permanent adhesive	Eye-catching labels for promotions and high-end product labels	150° ↑ -50° ↓	
<b>White or Clear Film - Removable</b> White or Clear poly facestock with removable adhesive	Alternative to static cling, water resistant with lamination	200° ↑ -40° ↓	



### SPORTS & RECREATION

The winning throw. A scenic trail. The ideal catch... Capture the essence of every sports and recreational enthusiast with a little help from us. From eye-catching to durably weather-resistant, these labels will get out there and play hard for you every time.

#### SUGGESTED LABEL STOCKS

DESCRIPTION	COMMON USES	TEMP.	
<b>White or Clear Film - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓	
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive	Single-use product label	150° ↑ -65° ↓	
<b>White or Clear Film - Removable</b> White or Clear poly facestock with removable adhesive	Alternative to static cling, water resistant with lamination	200° ↑ -40° ↓	
<b>White Semi-Gloss Paper - Ultra Removable</b> White semi-gloss paper with ultra removable adhesive	Activation labels water resistant with lamination	250° ↑ -20° ↓	



Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.

*\*See page 29 for a list of our popular label finishes.*



BROWSE

SPECIALTY LABELS



2


APPOINTMENT & BUSINESS CARD •  
INSTANT REDEEMABLE COUPONS (IRC)



Suggested size: 2" x 3½" (shown above)

APPOINTMENT & BUSINESS CARD

These labels are all about cost savings and convenience. Use the business card size to affix new and/or added info onto existing business cards, which saves on reproduction expenses. They're also ideal for promoting special events/offers on existing business cards. The appointment labels augment electronic communication to give customers a convenient reminder they can affix to calendars, bulletin boards, etc.

SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>Matte Litho Paper - Permanent Adhesive</b> White matte paper with permanent adhesive	160° ↑ -65° ↓	Not meant for water
<b>Semi-Gloss Paper - Perm Adhesive</b> White semi-gloss paper with permanent adhesive	150° ↑ -65° ↓	Not meant for water
<b>White Poly - Repositionable Adhesive</b> White or Clear poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
<b>8pt CIS Tag - No Adhesive</b> 8PT coated one side with no adhesive	N/A	Not meant for water

POPULAR FINISHES

Gloss or Matte Varnish	Gloss or Matte Lamination	Spot Gloss and/or Spot Matte Varnish	Writable Varnish or Lamination
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INSTANT REDEEMABLE COUPONS (IRC)

Coupon labels stand out on products to relay a discount or special offer, build awareness, or promote an upcoming event or sweepstakes. Add a protective coating to withstand environmental demands, or interactive elements like a peel-off coupon.



SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>Semi-Gloss Paper</b> White semi-gloss paper with permanent adhesive	180° ↑ -50° ↓	Not meant for water

<b>White Poly</b> White poly facestock with permanent adhesive	160° ↑ -40° ↓	Waterproof with lamination 
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POPULAR FINISHES

Gloss or Matte Varnish	Spot Gloss and/or Spot Matte Varnish
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Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.





# DOOR HANGERS/SHELF HANGERS/TAGS

## • OUTDOOR/WEATHER RESISTANT

### DOOR HANGERS/SHELF HANGERS/TAGS

Door hangers build visibility while promoting a business, candidate or cause; add a special offer to generate sales. Shelf hangers demand attention on store shelves; also perfect for promoting discounts/special offers. Tags are important for identification in many applications: manufacturing, inventory, shipping, memberships, etc. Ask about reinforced holes, patches and other finishing options for more durable, easier-to-use products.

SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>8pt C1S Tag - No Adhesive</b> 8PT coated one side with no adhesive	N/A	Not meant for water
<b>White Poly - Repositionable Adhesive</b> White poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
<b>Laser Imprintable Reinforced Gloss - Removable</b> White gloss paper facestock with removable adhesive	150° ↑ 0° ↓	Not meant for water
<b>Laser Imprintable White Vinyl - Removable</b> White poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 

#### POPULAR FINISHES

Gloss or Matte Varnish

Gloss or Matte Lamination




Spot Gloss and/or  
Spot Matte Varnish

Writable Varnish or Lamination



### OUTDOOR/WEATHER RESISTANT

A super sturdy choice for labels that require a barrier of protection against water, abrasions, chemicals and/or fading ink. Constructed with a highly effective overlamine film that withstands all environmental stressors. Ideal for industrial, medical/pharmaceutical, or outdoor/recreational equipment applications.

SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>Laminated White Vinyl - Permanent Adhesive</b> White vinyl with permanent adhesive	300° ↑ -40° ↓	Waterproof with lamination 
<b>Laminated Clear/White Poly - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination 
<b>Laminated Clear/White Poly - Removable Adhesive</b> White or Clear poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 

#### POPULAR FINISHES

Gloss or Matte Lamination

Writable Lamination

Embossed Lamination

Fade Resistant Lamination

Self Laminate



# PIGGYBACK • RESEALABLE, REMOVABLE & REPOSITIONABLE



Finish shown above:  
Flush cut with internal die-cuts

## FLUSH CUT

Both plys die-cut evenly

## EXTENDED MID LINER

Mid Liner extends 1/16" beyond top ply (1/16" is standard but can be customized)

## PIGGYBACK

This fun-to-say label has some serious uses. Features a double-ply that can be removed, applied and re-applied to another surface. Perfect for surveys, return-reply mailings, inventories, product registrations, shipping returns, promotions or any use and reuse application you can imagine! Ask about sizing and design options that make peeling off and re-applying a snap.

### SUGGESTED LABEL STOCKS

DESCRIPTION	TEMP.	WATERPROOF
<b>Semi-Gloss Paper Piggyback - Permanent Adhesive</b> White semi-gloss facestock with white mid liner and permanent adhesive	200° ↑ -65° ↓	Not meant for water
<b>White Poly - Permanent Adhesive</b> White poly facestock with white mid liner and permanent adhesive (prints top ply only)	160° ↑ -20° ↓	Not meant for water

### POPULAR FINISHES



Gloss or Matte Varnish | Spot Gloss and/or Spot Matte Varnish | Extended Mid Liner | Flush Cut

For more information on these two finishes, please see the diagrams on the left side of the page.

## RESEALABLE, REMOVABLE OR REPOSITIONABLE

These labels are gaining more ground in today's market because they ingeniously use less resources. Consumers love that they keep products fresh in a self-contained, portable seal. Manufacturers love them because they're made with fewer materials for a lower cost per unit. They're also FDA-compliant for food products and ideal for many wet, dry or oily applications.

### SUGGESTED LABEL STOCKS

DESCRIPTION	TEMP.	WATERPROOF
<b>White Poly - Repositionable Adhesive</b> Flexible White poly facestock with repositionable adhesive	160° ↑ -20° ↓	Waterproof with lamination 
<b>Laser Imprintable Reinforced Gloss - Removable</b> Rigid White gloss paper facestock with removable adhesive	150° ↑ 0° ↓	Not meant for water
<b>Laser Imprintable White Vinyl - Removable</b> Flexible White poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
<b>Semi-Gloss Paper - Removable or Repositionable</b> Flexible White semi-gloss paper with removable adhesive (Will not cleanly remove from all surfaces - please verify use with our Customer Care Team.)	150° ↑ -40° ↓	Not meant for water

### POPULAR FINISHES

Gloss or Matte Varnish | Gloss or Matte Lamination | Spot Gloss and/or Spot Matte Varnish | Writable Varnish or Lamination | Self-Laminate




Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.



## SELF-LAMINATING • TAMPER EVIDENT

### SELF-LAMINATING

There's no better way to stick with staying organized than with self-laminating labels. Made from a clear, heavyweight substrate to create a surface that's tear resistant, waterproof and long lasting. Ideal for organizing and identifying containers, equipment and inventory spaces. Self-laminating labels allow indoor/outdoor protection over written or printed information.

SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>Writable Matte Litho Paper - Permanent Adhesive</b> White matte litho paper with a writable surface and permanent adhesive	160° ↑ -65° ↓	Not meant for water
<b>Writable White Poly - Permanent Adhesive</b> White poly facestock with a writable surface and permanent adhesive	200° ↑ -65° ↓	Waterproof with lamination 

#### POPULAR FINISHES

Clear Gloss Self-Laminate | Clear Matte Self-Laminate



### TAMPER EVIDENT

From transparent inks that guard against copying to a peel-away "VOID" pattern adhesive, these labels offer the ultimate protection against tampering. Made of a vinyl material that "self-destructs" when someone attempts to remove them. Consider security slits or other features in a variety of materials for added safeguarding.

SUGGESTED LABEL STOCKS		
DESCRIPTION	TEMP.	WATERPROOF
<b>Tamper Evident Matte Litho Paper - Permanent Adhesive</b> White matte Tamper Evident paper with permanent adhesive	200° ↑ -65° ↓	Not meant for water
<b>Tamper Evident Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss Tamper Evident paper with permanent adhesive	150° ↑ -65° ↓	Not meant for water
<b>Tamper Evident White Poly - Permanent Adhesive</b> White poly Tamper Evident facestock with permanent adhesive	160° ↑ -20° ↓	Not meant for water

#### POPULAR FINISHES

Gloss or Matte Varnish

\*Tamper Evident labels can be made out of any paper label stock with the appropriate dies. Example: Pricing Labels



## VISITOR BADGES • WINDOW CLINGS OR DECALS



Suggested size: 4" x 3" (shown above)




Static cling label

\* Please note if you are looking for a face adhesive label, we will mirror print a clear material and flood opaque white for a white background or print white behind image only (must specify at the time of the quote).

## VISITOR BADGES

Visitor badges are more popular than ever because they've been redesigned to be reusable, durable and mess-free. Gone are the days of sticky residue with a peel-off, single-use label. These badges are made from scratch-resistant polyurethane that can be custom printed with a logo, background color, sequential numbering or any other specification required. Includes clear clips to fasten securely on collars, pockets or lapels.

## SUGGESTED LABEL STOCKS

DESCRIPTION	TEMP.	WATERPROOF
<b>Writable Matte Litho Paper - Permanent Adhesive</b> Writable White matte paper with permanent adhesive	160° ↑ -65° ↓	Not meant for water
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive (requires varnish or laminate for writability)	150° ↑ -65° ↓	Not meant for water
<b>Writable White Matte Poly - Permanent Adhesive</b> Writable White matte poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination 

**Writable 8 PT CIS Tag - No Adhesive**  
Writable 8PT coated one side with no adhesive

N/A Not meant for water

## POPULAR FINISHES

Gloss or Matte  
Varnish  
(Non-writable)

Gloss or Matte  
Lamination  
(Non-writable)

Spot Gloss and/or  
Spot Matte Varnish  
(Non-writable)

Writable Varnish or  
Lamination

**NOTE:** When ordering, request individually sheeted or rolls with or without perforation between labels.

## WINDOW CLINGS &amp; DECALS

This no-residue cling and clear poly film combination has the reusability of a magnet, yet it sticks and stays on any smooth surface. After 100s of uses, it won't cause damage. Protects photos, signs, etc. and makes an ideal dry erase board that wipes clean easily. Add an overlaminates for applications demanding ultra protection.

## SUGGESTED LABEL STOCKS

DESCRIPTION	TEMP.	WATERPROOF
<b>White or Clear Static Cling - No Adhesive</b> (Cannot laminate) White/Clear Vinyl facestock with no adhesive	N/A	Waterproof 
<b>White or Clear Poly - Removable Adhesive</b> White or Clear poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
<b>White or Clear Poly - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination 
<b>White Vinyl - Permanent Adhesive</b> White Vinyl face stock with permanent adhesive	300° ↑ -40° ↓	Waterproof with lamination 

## POPULAR FINISHES

Gloss or  
Matte Varnish

Gloss or Matte Lamination  
(Recommended if exposed to outdoor elements)

Fade-Resistant Lamination  
(Recommended if exposed to outdoor elements)



Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.







# ROUNDED CORNER SQUARES & RECTANGLES



Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LR0505	½" x ½"	477.11	253.79	189.26	134.67	88.97
		498.98	265.61	199.30	142.52	94.74
		521.24	277.84	209.76	150.83	101.07
LR0510	½" x 1"	447.19	245.78	185.15	134.51	91.12
		462.03	253.93	192.12	140.04	95.32
		477.26	262.50	199.51	146.03	100.10
LR0515	½" x 1½"	477.28	256.17	191.97	136.85	87.74
		492.07	264.23	198.84	142.25	91.65
		507.23	272.66	206.09	148.04	95.97
LR0520	½" x 2"	431.33	234.90	179.17	130.53	86.95
		447.16	244.02	187.10	137.04	91.72
		463.88	254.04	195.94	144.50	96.82
LR0710	¾" x 1"	478.86	255.49	190.88	136.51	91.22
		501.11	267.71	201.33	144.81	97.54
		523.96	280.57	212.42	153.79	104.70
LR0715	¾" x 1½"	443.18	239.67	181.56	130.99	85.59
		458.32	248.09	188.80	136.77	89.90
		474.02	257.06	196.59	143.13	94.83
LR0720	¾" x 2"	444.52	240.98	182.89	132.37	87.04
		459.99	249.73	190.46	138.51	91.72
		476.19	259.22	198.76	145.41	97.21
LR1010	1" x 1"	437.67	229.82	175.30	125.58	79.77
		461.00	243.07	186.78	134.02	85.99
		485.47	257.49	199.19	143.22	92.95
LR1017	1" x 1¼"	461.92	244.80	185.61	132.90	84.79
		485.42	258.27	197.31	142.46	92.10
		510.15	273.01	210.28	153.36	100.77
LR1020	1" x 2"	451.15	246.91	187.40	136.12	89.34
		467.03	256.11	195.42	142.73	94.45
		483.84	266.27	204.40	150.35	100.59
LR1030	1" x 3"	467.52	258.57	195.85	143.27	95.71
		483.72	268.15	204.25	150.32	101.18
		501.02	278.89	213.80	158.61	107.87
LR1035	1" x 3½"	469.36	259.94	197.39	146.07	97.14
		485.90	269.87	206.14	153.54	103.19
		503.71	281.13	216.21	162.47	110.75
LR1040	1" x 4"	458.46	256.20	196.20	147.04	100.16
		476.04	267.22	206.04	155.71	107.46
		495.44	280.14	217.78	166.46	116.91
LR1050	1" x 5"	494.73	276.17	214.00	161.01	106.57
		523.33	295.04	229.99	173.62	116.91
		555.77	316.99	248.07	188.86	130.17
LR1115	1⅝" x 1½"	468.71	250.17	189.19	135.18	85.80
		493.97	263.62	200.87	144.72	92.42
		520.53	278.33	213.81	155.58	99.86
LR1207	1¼" x ¾"	450.17	237.15	179.85	126.92	80.05
		474.18	250.35	190.33	135.19	86.10
		499.67	263.94	201.46	144.14	92.86

## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

### FAVORITE

White Polyolefin .....Tear Resistant  
Clear Polyolefin .....Tear Resistant  
Semi-Gloss Paper .....Medium Gloss  
Matte Litho Paper .....Standard White

Thermal Transfer Paper...Smudgeproof  
\*Fluorescent.....Bright Fluorescent  
\*Red, Pink, Orange, Green and Chartreuse

### UNIQUE IMPRESSION

Clear Film .....Clear  
White Matte Film .....Tear Resistant  
Semi-Gloss Paper Removable...Standard White  
White Film Removable .....Fast Application  
Clear Film Removable .....Fast Application

### ULTRA PERFORMANCE

White Polyester.....Outdoor/Durable  
Clear Polyester.....Outdoor/Durable  
Blockout Semi-Gloss Paper....High Density  
White Film Ultra Removable...Residue-Free Removal  
Silver Matte Polyester.....Outdoor/Durable

# ROUNDED CORNER SQUARES & RECTANGLES

Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

Rounded corner rectangle labels have a corner radius of 0.125" or 1/8" as shown here

DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LR1220	1¼" x 2"	451.15	246.91	187.40	136.12	89.34
		467.03	256.11	195.42	142.73	94.45
		483.84	266.27	204.40	150.35	100.59
LR1425	1⅞" x 2½"	450.17	237.15	179.85	126.92	80.05
		474.18	250.35	190.33	135.19	86.10
		499.67	263.94	201.46	144.14	92.86
LR1540	1½" x 4"	501.64	274.22	210.98	163.37	115.18
		529.09	291.78	226.77	177.80	127.96
		559.78	312.70	245.92	196.07	144.91
LR1717	1¾" x 1¾"	475.61	256.82	194.82	141.68	94.13
		499.95	271.22	207.45	152.28	102.72
		525.95	287.38	221.82	164.76	113.34
LR1727	1¾" x 2¾"	467.12	269.01	209.41	157.39	102.58
		485.16	279.82	219.03	165.82	109.62
		504.55	292.40	230.42	176.19	118.68
LR2005	2" x ½"	445.61	234.01	177.49	125.77	79.44
		469.81	247.10	188.28	134.04	85.49
		494.13	260.52	199.63	142.99	92.25
LR2010	2" x 1"	463.15	246.47	187.35	135.60	87.25
		487.14	260.44	199.55	145.68	95.09
		512.59	275.93	213.27	157.37	104.57
LR2020	2" x 2"	432.49	236.03	178.84	132.83	88.56
		453.71	249.40	190.79	143.38	97.47
		477.17	265.10	205.07	156.49	109.03
LR2025	2" x 2½"	466.25	268.97	210.02	158.65	104.33
		483.90	280.06	219.93	167.39	111.70
		503.39	293.08	231.77	178.24	121.26
LR2030	2" x 3"	469.21	286.67	220.58	165.83	108.37
		486.84	299.73	231.84	175.66	116.73
		506.75	315.16	245.47	188.19	128.02
LR2050	2" x 5"	582.01	367.83	279.81	209.65	146.57
		619.88	397.29	305.19	231.87	165.76
		663.61	432.94	336.76	260.76	192.04
LR2060	2" x 6"	654.52	401.28	307.58	238.92	134.87
		700.05	434.65	336.34	264.74	156.09
		752.66	475.49	372.57	298.53	183.83
LR2225	2¼" x 2½"	546.63	332.49	247.16	181.81	118.34
		578.69	355.71	266.29	197.69	130.94
		613.64	381.92	288.42	216.98	147.25
LR2505	2½" x ½"	445.79	234.13	177.58	126.77	80.73
		470.11	247.31	188.44	135.45	87.21
		494.48	260.79	200.15	145.01	94.61
LR2518	2½" x 1⅞"	473.32	259.40	199.62	150.90	102.46
		499.78	276.02	214.47	164.00	113.50
		528.98	295.53	232.20	180.25	127.81
LR2525	2½" x 2½"	480.45	288.93	218.41	165.05	112.14
		507.72	309.37	236.16	180.77	125.74
		538.87	333.82	257.90	201.06	144.30



## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

### FAVORITE

White Polyolefin .....Tear Resistant  
Clear Polyolefin .....Tear Resistant  
Semi-Gloss Paper .....Medium Gloss  
Matte Litho Paper .....Standard White

Thermal Transfer Paper .. Smudgeproof  
\*Fluorescent ..... Bright Fluorescent  
\*Red, Pink, Orange, Green and Chartreuse

### UNIQUE IMPRESSION

Clear Film .....Clear  
White Matte Film .....Tear Resistant  
Semi-Gloss Paper Removable ..Standard White  
White Film Removable .....Fast Application  
Clear Film Removable .....Fast Application

### ULTRA PERFORMANCE

White Polyester .....Outdoor/Durable  
Clear Polyester .....Outdoor/Durable  
Blockout Semi-Gloss Paper .....High Density  
White Film Ultra Removable ....Residue-Free Removal  
Silver Matte Polyester .....Outdoor/Durable

# ROUNDED CORNER SQUARES & RECTANGLES



Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LR2527	2½" x 2¾"	495.84	274.23	212.95	168.31	121.59
		525.13	293.70	230.64	184.92	136.75
		558.60	317.50	252.67	206.47	157.27
LR2545	2½" x 4½"	589.03	377.20	289.84	220.60	126.94
		629.34	409.24	317.80	245.45	146.70
		676.77	448.80	353.27	278.31	173.86
LR3010	3" x 1"	461.69	250.79	191.75	141.67	96.13
		486.63	265.84	205.02	152.97	105.47
		513.55	282.97	220.37	166.50	117.23
LR3015	3" x 1½"	468.71	254.62	194.86	145.69	97.07
		493.97	269.98	208.45	157.42	106.67
		521.37	287.59	224.28	171.59	118.82
LR3020	3" x 2"	487.16	265.16	203.89	157.99	110.37
		513.98	282.06	219.02	171.68	122.35
		543.73	302.00	237.19	188.83	138.09
LR3030	3" x 3"	504.82	307.08	230.95	176.91	124.42
		534.50	329.68	250.28	194.20	139.73
		568.57	356.74	274.07	216.57	160.66
LR3040	3" x 4"	630.73	379.27	286.67	218.35	151.50
		674.09	410.34	313.12	241.72	171.45
		723.41	447.70	345.87	271.80	198.53
LR3060	3" x 6"	673.97	417.39	324.41	263.91	142.63
		723.41	454.55	356.96	294.47	168.50
		781.92	501.12	398.91	335.43	204.51
LR3080	3" x 8"	371.60	244.98	198.10	126.21	90.45
		395.89	270.19	223.31	120.00	114.44
		432.64	308.32	261.42	252.91	150.71
LR3520	3½" x 2"	542.57	334.37	250.99	188.85	127.47
		576.76	359.78	272.31	207.22	142.77
		614.93	389.30	297.74	230.28	163.17
LR3535	3½" x 3½"	637.44	389.54	297.94	231.31	135.07
		683.59	423.52	327.30	257.79	157.76
		737.10	465.29	364.44	292.55	188.98
LR3550	3½" x 5"	669.70	416.05	324.09	264.49	141.69
		722.46	456.63	360.04	298.83	167.92
		785.98	508.37	407.15	345.48	204.50
LR4020	4" x 2"	494.35	299.44	224.23	170.21	118.16
		523.25	321.23	242.75	186.57	132.44
		556.13	347.06	265.31	207.54	151.83
LR4025	4" x 2½"	577.22	372.23	288.71	222.23	126.13
		618.30	405.08	317.48	248.10	143.91
		666.89	445.86	354.19	282.51	168.06
LR4029	4" x 2½⅙"	625.75	377.29	285.67	218.24	135.25
		669.01	408.25	312.00	241.48	154.78
		718.18	445.43	344.56	271.36	181.21
LR4030	4" x 3"	562.87	340.31	257.89	198.32	141.17
		600.03	367.75	281.63	219.77	160.05
		643.20	401.55	311.73	247.99	186.13

## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

FAVORITE	UNIQUE IMPRESSION	ULTRA PERFORMANCE
White Polyolefin .....Tear Resistant	Clear Film .....Clear	White Polyester.....Outdoor/Durable
Clear Polyolefin.....Tear Resistant	White Matte Film .....Tear Resistant	Clear Polyester.....Outdoor/Durable
Semi-Gloss Paper .....Medium Gloss	Semi-Gloss Paper Removable ..Standard White	Blockout Semi-Gloss Paper ....High Density
Matte Litho Paper .....Standard White	White Film Removable .....Fast Application	White Film Ultra Removable ....Residue-Free Removal
	Clear Film Removable .....Fast Application	Silver Matte Polyester.....Outdoor/Durable



# ROUNDED CORNER SQUARES & RECTANGLES

Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LR4040	4" x 4"	588.26	358.86	275.77	221.74	127.96
		629.68	390.52	303.73	248.34	152.01
		679.33	430.70	340.20	284.34	182.11
LR4230	4¼" x 3"	649.21	405.32	316.12	217.84	136.43
		701.55	445.87	352.07	255.99	160.76
		764.45	497.58	399.17	308.41	194.45
LR5030	5" x 3"	594.47	368.71	288.08	235.70	127.51
		639.38	404.00	319.68	266.32	148.97
		694.28	449.66	361.65	308.40	178.93
LR5035	5" x 3½"	671.82	421.65	332.13	273.76	142.98
		726.50	464.24	370.11	310.33	171.86
		792.92	519.02	420.29	360.36	212.45
LR5040	5" x 4"	636.00	416.79	327.33	207.96	143.83
		688.93	461.21	367.35	242.70	169.62
		755.39	519.95	421.70	290.74	205.70
LR6040	6" x 4"	358.93	238.32	194.90	179.39	90.71
		382.77	263.06	219.64	207.23	114.13
		418.82	300.46	257.04	249.33	149.53

Rounded corner rectangle labels have a corner radius of 0.125" or 1/8" as shown here



## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

### FAVORITE

White Polyolefin .....Tear Resistant  
Clear Polyolefin .....Tear Resistant  
Semi-Gloss Paper .....Medium Gloss  
Matte Litho Paper .....Standard White

Thermal Transfer Paper .. Smudgeproof  
\*Fluorescent ..... Bright Fluorescent  
\*Red, Pink, Orange, Green and Chartreuse

### UNIQUE IMPRESSION

Clear Film .....Clear  
White Matte Film .....Tear Resistant  
Semi-Gloss Paper Removable ..Standard White  
White Film Removable .....Fast Application  
Clear Film Removable .....Fast Application

### ULTRA PERFORMANCE

White Polyester .....Outdoor/Durable  
Clear Polyester .....Outdoor/Durable  
Blockout Semi-Gloss Paper .....High Density  
White Film Ultra Removable ....Residue-Free Removal  
Silver Matte Polyester .....Outdoor/Durable

## SQUARE CORNER/BUTT CUT



Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

DIE NO.	SIZE/STYLE	1,000	2,000	3,000	5,000	10,000
LB2010	2" x 1"	461.69	246.47	186.78	133.46	84.84
		486.63	260.18	198.38	142.91	92.05
		512.59	274.78	211.20	153.65	100.55
LB2515	2½" x 1½"	426.82	232.97	176.75	132.15	88.12
		448.10	246.39	188.75	142.77	97.09
		471.65	262.19	203.12	155.97	108.75
LB3025	3" x 2½"	498.88	301.04	224.85	169.98	116.69
		527.20	322.24	242.80	185.69	130.23
		559.20	347.20	264.48	205.66	148.51
LB4030	4" x 3"	581.96	363.72	283.74	226.20	123.19
		624.96	397.35	313.68	254.26	145.37
		676.98	440.51	353.16	292.46	176.44
LB4050	4" x 5"	662.55	444.90	355.39	256.24	141.84
		719.47	493.54	398.60	292.79	170.23
		791.95	558.67	460.37	333.68	208.55
LB4060	4" x 6"	758.07	511.76	357.90	256.26	179.78
		805.36	560.76	468.94	325.68	231.05
		876.87	634.86	542.99	430.66	308.56



## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

FAVORITE		UNIQUE IMPRESSION	ULTRA PERFORMANCE		
White Polyolefin . . . . .	Tear Resistant	Clear Film . . . . .	Clear	White Polyester . . . . .	Outdoor/Durable
Clear Polyolefin . . . . .	Tear Resistant	White Matte Film . . . . .	Tear Resistant	Clear Polyester . . . . .	Outdoor/Durable
Semi-Gloss Paper . . . . .	Medium Gloss	Semi-Gloss Paper Removable . .	Standard White	Blockout Semi-Gloss Paper . . . .	High Density
Matte Litho Paper . . . . .	Standard White	White Film Removable . . . . .	Fast Application	White Film Ultra Removable . . . .	Residue-Free Removal
		Clear Film Removable . . . . .	Fast Application	Silver Matte Polyester . . . . .	Outdoor/Durable

## BROWSE BY SHAPE

# CIRCLES & OVALS

Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LC0505	½" CIRCLE	461.37	253.59	190.17	137.90	92.26
		476.02	261.54	196.94	143.22	96.19
		490.97	269.82	204.03	148.90	100.55
LC0707	¾" CIRCLE	477.64	262.51	196.20	142.03	94.60
		492.36	270.54	203.05	147.44	98.63
		507.41	278.92	210.25	153.24	103.14
LC1010	1" CIRCLE	449.57	243.20	183.97	132.80	86.14
		464.79	251.70	191.29	138.67	90.50
		480.60	260.80	199.22	145.18	95.27
LC1515	1½" CIRCLE	422.57	230.80	173.96	125.95	82.37
		436.15	238.36	180.57	131.44	86.67
		450.41	246.79	188.05	137.85	91.91
LC2020	2" CIRCLE	438.13	246.09	186.56	139.72	91.43
		453.31	255.41	194.93	147.25	97.58
		469.50	266.50	205.08	156.74	105.62
LC2525	2½" CIRCLE	480.43	296.50	228.24	171.16	106.88
		498.98	310.63	240.58	182.02	115.55
		520.30	327.68	255.83	196.12	127.32
LC3030	3" CIRCLE	505.61	315.70	242.05	185.03	130.10
		525.72	331.32	255.50	196.98	139.71
		548.90	350.20	272.20	212.53	152.76
LC3535	3½" CIRCLE	552.11	343.87	267.51	211.82	146.86
		578.86	364.27	285.45	228.79	161.09
		610.65	389.99	308.71	251.63	181.64
LC4040	4" CIRCLE	569.56	353.54	275.60	213.68	133.42
		597.80	375.31	294.92	231.41	149.77
		631.83	403.11	320.24	255.41	170.26
LO0715	¾" x 1½" OVAL	435.73	238.08	181.25	131.75	87.33
		452.49	246.97	188.96	138.02	91.67
		469.85	256.66	197.46	145.13	96.60
LO1020	1" x 2" OVAL	451.51	247.27	187.77	136.51	89.36
		467.38	256.47	195.79	143.12	94.08
		484.19	266.64	204.77	150.73	99.60
LO0625	1½" x 2½" OVAL	479.43	257.57	196.61	142.99	91.49
		504.37	272.53	209.80	153.64	98.85
		531.29	289.53	225.03	165.68	107.16
LO1828	1⅞" x 2⅞" OVAL	498.67	277.16	215.93	171.70	125.30
		527.83	296.50	233.50	188.16	140.29
		561.13	320.12	255.34	209.50	137.87
LO2237	2¼" x 3¾" OVAL	510.44	281.07	218.84	173.27	128.49
		540.18	300.87	236.87	190.27	144.30
		574.38	325.18	259.41	212.40	165.83
LO3042	3" x 4¼" OVAL	526.07	303.05	238.83	186.93	139.81
		559.50	327.06	261.07	207.76	159.22
		599.23	357.75	289.98	235.69	186.21



## LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

### FAVORITE

White Polyolefin .....Tear Resistant  
Clear Polyolefin .....Tear Resistant  
Semi-Gloss Paper .....Medium Gloss  
Matte Litho Paper .....Standard White

Thermal Transfer Paper .. Smudgeproof  
\*Fluorescent ..... Bright Fluorescent  
\*Red, Pink, Orange, Green and Chartreuse

### UNIQUE IMPRESSION

Clear Film .....Clear  
White Matte Film .....Tear Resistant  
Semi-Gloss Paper Removable ..Standard White  
White Film Removable .....Fast Application  
Clear Film Removable .....Fast Application

### ULTRA PERFORMANCE

White Polyester .....Outdoor/Durable  
Clear Polyester .....Outdoor/Durable  
Blockout Semi-Gloss Paper .....High Density  
White Film Ultra Removable ....Residue-Free Removal  
Silver Matte Polyester .....Outdoor/Durable



## BUMPER STICKERS

**PLEASE NOTE:** Our standard bumper sticker sizes listed below do not allow for bleed. If you want your artwork to bleed off of the edges, please contact us about custom sizes.

**Prices are per 1,000 labels. Includes one standard ink color:**

Black, Red (PMS 185), Process Blue, Green (PMS 348), Reflex Blue, Dark Blue (286), Orange (PMS 158), Brown (PMS 7512), Pantone Yellow and Opaque White.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

## 1 COLOR BUMPER STICKERS

DIE NO.	SIZE / STYLE	PRICE PER LOT		PRICE PER 1,000		
		250	500	1,000	1,500	2,000
815000A	2¾" x 15"	275.40	369.45	495.00	495.00	373.05
711000	3" x 11"	201.29	247.63	338.99	338.99	254.00
815000C	3¾" x 7½"	191.27	238.86	300.46	300.46	225.83
815000B	3¾" x 15"	251.39	338.99	464.18	464.18	388.57

**Prices are per 1,000 labels. Printed digitally, 4-color.**

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

## 4 COLOR PROCESS BUMPER STICKERS

DIE NO.	SIZE / STYLE	PRICE PER LOT		PRICE PER 1,000		
		250	500	1,000	1,500	2,000
815000A	2¾" x 15"	522.00	675.00	969.53	969.53	774.59
711000	3" x 11"	548.64	645.45	829.55	829.55	461.36
815000C	3¾" x 7½"	503.58	592.44	763.27	763.27	387.73
815000B	3¾" x 15"	567.00	765.00	1035.00	1035.00	567.00



\*Bumper Stickers are printed on a vinyl ultra-performance stock with a standard gloss overlaminate.

# BROWSE BY SHAPE

## SPECIAL SHAPES & BURSTS

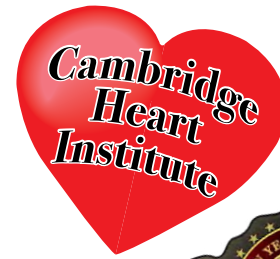
Prices are per 1,000 labels. Printed digitally, 4-color.

**FOR BLACK INK ONLY:** deduct \$20/M under 5M, and \$10/M for 10M from the pricing below.

● ● ● Colors indicate your choice of stock (see chart at bottom of page).

**PLEASE NOTE:** Digital printing will not match PMS swatch books, although some PMS colors can be recreated within an acceptable color range. These labels will print in 4 color process based on the supplied artwork.

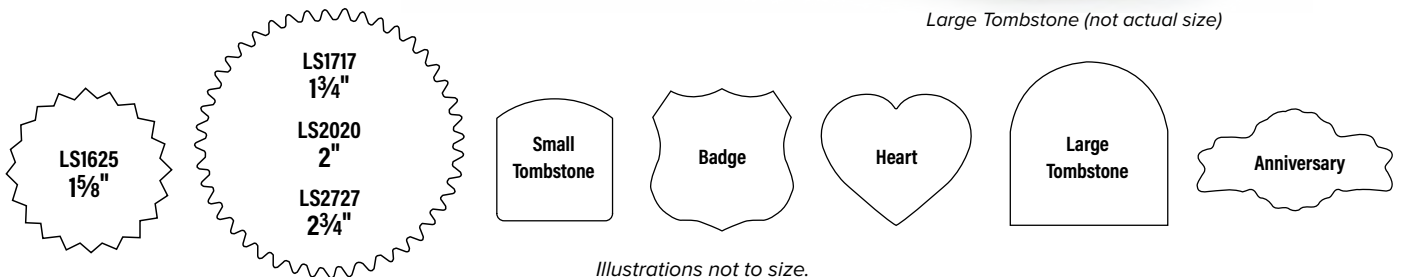
DIE NO.	SIZE / STYLE	1,000	2,000	3,000	5,000	10,000
LS1625	1½" BURST	469.48	253.74	191.79	138.45	90.62
		525.15	267.44	203.72	148.30	98.41
		541.44	282.53	217.03	159.64	107.80
LS1717	1¾" BURST	471.16	256.66	194.82	141.68	94.13
		497.10	271.22	207.45	152.28	102.72
		524.68	287.38	221.82	164.76	113.34
LS2020	2" BURST	473.81	258.01	197.28	146.73	97.88
		500.13	273.57	211.07	158.67	107.71
		527.81	291.47	227.20	173.17	120.21
LS2727	2¾" BURST	500.17	273.64	212.35	167.63	122.51
		529.13	292.63	229.57	183.70	137.30
		562.12	315.73	250.89	204.44	157.27
LS1615	1⅞" x 1½" SMALL TOMBSTONE	468.71	251.42	190.90	137.01	87.82
		493.97	265.79	202.99	146.98	95.55
		521.26	281.12	216.54	158.49	104.85
LS1818	1⅞" x 1⅞" BADGE	473.01	257.26	195.55	143.99	94.35
		499.23	271.84	208.35	154.86	103.07
		526.55	288.26	222.99	167.73	113.87
LS1720	1¾" x 2" HEART	473.81	258.56	196.62	143.62	96.20
		500.13	273.38	209.67	154.68	105.29
		527.81	290.18	224.68	167.85	116.65
LS2223	2¼" x 2⅝" LARGE TOMBSTONE	477.38	261.16	200.38	150.10	101.38
		503.89	277.53	214.97	162.92	112.13
		532.73	296.65	232.32	178.75	126.01
LS1223	1⅞" x 2⅝" ANNIVERSARY	477.01	258.25	196.35	143.31	94.55
		501.71	273.01	209.34	154.19	102.60
		528.21	289.71	224.25	166.39	112.39



Large Tombstone (not actual size)

### HAVEN'T FOUND THE SHAPE OR SIZE YOU NEED?

Create a custom shape with laser die-cutting on the next page.



Illustrations not to size.

### LABEL STOCK OPTIONS

For more information on available stocks, see pages 28 & 29

#### FAVORITE

White Polyolefin .....Tear Resistant  
Clear Polyolefin .....Tear Resistant  
Semi-Gloss Paper .....Medium Gloss  
Matte Litho Paper .....Standard White

Thermal Transfer Paper .. Smudgeproof  
\*Fluorescent ..... Bright Fluorescent  
\*Red, Pink, Orange, Green and Chartreuse

#### UNIQUE IMPRESSION

Clear Film .....Clear  
White Matte Film .....Tear Resistant  
Semi-Gloss Paper Removable ..Standard White  
White Film Removable .....Fast Application  
Clear Film Removable .....Fast Application

#### ULTRA PERFORMANCE

White Polyester .....Outdoor/Durable  
Clear Polyester .....Outdoor/Durable  
Blockout Semi-Gloss Paper .....High Density  
White Film Ultra Removable ....Residue-Free Removal  
Silver Matte Polyester .....Outdoor/Durable

## CUSTOM SHAPE CAPABILITIES



### CUSTOM CONVENTIONAL DIES

There are many styles of dies available to manufacture labels depending on how they will be used and applied. Dies can be tooled to create styles such as square corners, round corners, circles, bursts, ovals, special shapes, individual sheets, etc.

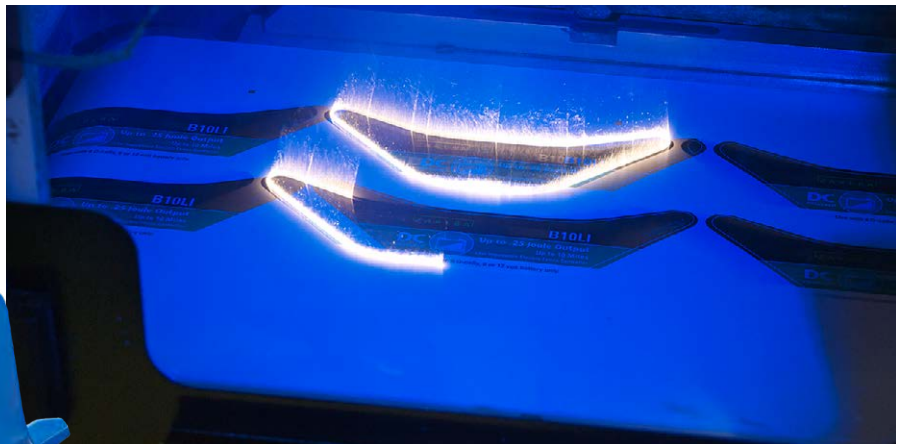
### LASER DIE-CUTTING

**NO DIES.** Laser die-cutting technology means no dies or hard tooling is necessary. With laser die-cutting, this system can reproduce custom shapes and unique die-cuts easily, quickly and accurately without purchasing a costly die. By using the laser to cut in segments, the length is virtually unlimited. Order labels in the shape of your corporate logo instead of a plain rectangle die-cut. Be creative and have fun using this laser technology to design a shape that stands out and gets noticed!

**NO MINIMUM QUANTITIES.** The no-plate digital technology is economical for even the smallest runs. It is also an ideal solution for multiple copies and customizing labels with text, barcodes, colors or personalized information. Costly prototypes or test runs can now be produced economically.

#### DIGITAL PRINTING REQUIREMENTS:

- Custom die shapes must be submitted with vector art as a PDF, .ai, or .eps file. See page 32 for more information.
- Maximum length of a digital label must be matched with file size.
- Approved materials and coatings only.



Laser die-cutting in action



BROWSE

LABEL SHEETS

PRIORITY MAIL  
**EXPRESS**

Despatch

To:

Dated:

Contact/Phone:

Priority:

Desc:

4

## LASER LABEL SHEETS

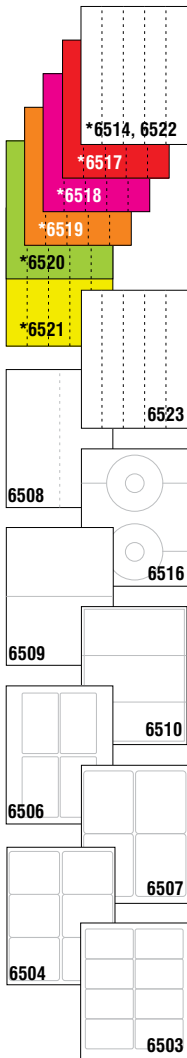
Sheet size 8½ x 11

For labels that cover all your business needs, stick with Laser Label sheets. Made from 50# premium stock and no-ooze permanent adhesive, they're available in Bright White (91% Brightness), White Semi-Gloss, or a mix of bold fluorescents.

They print smudge-free on most laser printers, and have easy-peel edges to make creating professional labels a snap. Choose from 15 popular configurations on 8½ x 11 sheets, or customized styles available on request.

## MORE USES. MORE BENEFITS. MORE BRANDING.

- Ideal for mailings, invitations, announcements, branding, packaging and more.
- The Semi-Gloss Cover Up label provides complete coverage so you can reuse boxes, packages, mailing tubes, envelopes, etc.
- Easy to customize and enhance with barcodes, QR codes, logos, etc.
- Eliminates need to write out individual labels; also speeds up labeling for mailings and shipping.
- Available with free downloadable templates on our website.



## Packaged 100 sheets per box/10 boxes per carton

Bright White (91% Brightness), White Semi-Gloss, White Semi-Gloss Cover-Up, or Brightly Colored Fluorescent, Laser Finish, Flat Sheet and Pre-Die Cut Labels

SHEET SIZE	LABEL SIZE	LABELS / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	SHEETS BOX/CTN	PRICE PER 100 SHEETS		
						100-400	500-900	1000+
8½ x 11	8½ x 11	Variable	6514	Bright White, 4 Vertical Back Scores	100/1000	33.92	29.22	28.10
8½ x 11	8½ x 11	Variable	6522	White Semi-Gloss, 4 Vertical Back Scores	100/1000	57.12	54.08	51.04
8½ x 11	8½ x 11	Variable	6517	Fluorescent Red, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	Variable	6518	Fluorescent Pink, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	Variable	6519	Fluorescent Orange, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	Variable	6520	Fluorescent Green, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	Variable	6521	Fluorescent Chartreuse, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	1	6523	White Semi-Gloss Cover Up Label, Printed Gray on the Back, 4 Vertical Back Scores	100/1000	45.20	41.04	37.80
8½ x 11	8½ x 11	1	6508	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	4½	2	6516	Bright White CD/DVD	100/1000	30.50	25.28	24.38
8½ x 11	8½ x 5½	2	6509	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	8 x 3½	3	6510	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	3 x 5	4	6506	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	4 x 5	4	6507	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	4 x 3½	6	6504	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	4 x 2½	8	6503	Bright White	100/1000	30.50	25.28	24.38

## LASER LABEL SHEETS

Sheet sizes 8½ x 11 • 8½ x 14 • 11 x 17 • 12 x 18 • 13 x 19

SHEET SIZE	LABEL SIZE	LABELS / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	SHEETS BOX/CTN	PRICE PER 100 SHEETS		
						100-400	500-900	1000+
8½ x 11	4 x 2	10	6502	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	2½	12	6525	Bright White Circles	100/1000	30.50	25.28	24.38
8½ x 11	4 x 1½	14	6501	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	4 x 1	20	6512	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	2⅝ x 1	30	6500	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	2⅝ x ⅞	33	6513	Bright White	100/1000	30.50	25.28	24.38
8½ x 11	1¾ x ½	80	6524	Bright White	100/1000	30.50	25.28	24.38

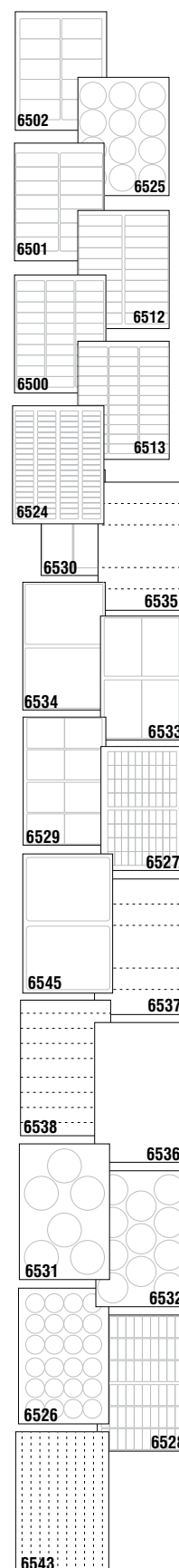
## LARGE SIZE LASER LABEL SHEETS

Premium Bright White or Semi-Gloss utilizing a permanent adhesive. These sheets are designed for trouble free use in most high resolution laser printers, copiers and digital presses.

Enviro-wrapped in packs of 250 within each carton. Sold in full carton quantities only.

*Bright White or White Semi-Gloss, Laser Finish, Flat Sheet and Pre-Die Cut Labels.*

SHEET SIZE	LABEL SIZE	LABELS / PRODUCT SHEET	PRODUCT NO.	COLOR / DESCRIPTION	SHEETS BOX/CTN	PRICE PER 1,000 SHEETS		
						1-9 CTN. PER M	10-19 CTN. PER M	20 CTN. PER M
8½ x 14	4 x 6	4	6530	Bright White, Perf Down Middle of 14" Dimension	BULK/1000	276.20	209.52	190.48
11 x 17	11 x 17	1	6535	Bright White, 4 Back Scores	BULK/500	381.84	289.68	263.34
11 x 17	8 x 10⅜	2	6534	Bright White, 1 Face Slit	BULK/500	381.84	289.68	263.34
11 x 17	5 x 8	4	6533	Bright White	BULK/500	381.84	289.68	263.34
11 x 17	4 x 5	8	6529	Bright White	BULK/500	381.84	289.68	263.34
11 x 17	2⅝ x 1	60	6527	Bright White	BULK/500	381.84	289.68	263.34
11 x 17	7¾ x 10⅞	2	6545	Bright White	BULK/500	381.84	289.68	263.34
12 x 18	12 x 18	1	6537	White Semi-Gloss, 4 Back Scores	BULK/500	753.94	571.96	519.96
12 x 18	12 x 18	1	6538	White Semi-Gloss, 8 Back Scores	BULK/500	753.94	571.96	519.96
12 x 18	12 x 18	1	6536	White Semi-Gloss	BULK/500	753.94	571.96	519.96
12 x 18	4½	6	6531	White Semi-Gloss Circles	BULK/500	753.94	571.96	519.96
12 x 18	4	11	6532	White Semi-Gloss Circles	BULK/500	753.94	571.96	519.96
12 x 18	2½	24	6526	White Semi-Gloss Circles	BULK/500	753.94	571.96	519.96
12 x 18	2 x 1	80	6528	White Semi-Gloss	BULK/500	753.94	571.96	519.96
13 x 19	13 x 19	1	6543	White Semi-Gloss, 10 True Crack Back Scores	BULK/500	802.38	608.70	553.36





# INTEGRATED LABEL FORMS

Sheet size 8½ x 11

**What eliminates printer cleanup, causes fewer printer jams, costs less and makes you more productive? Integrated labels with a full-width liner.**

## Here's why:

- Inkjet and laser compatible on all makes/models
- Thinner, lay-flat liner reduces curl for less feeding/printing issues. Also eliminates oblique stacking; liners stack flat in cartons and feed trays
- Adhesive is applied directly to liner to control weight, tolerance, and eliminate adhesive residue. Hot melt adhesive option available for specific applications
- Reduces costs from dual web/PS design
- Made with premium laser MOCR paper for exceptional print quality
- Printable liner; can use entire back of the form



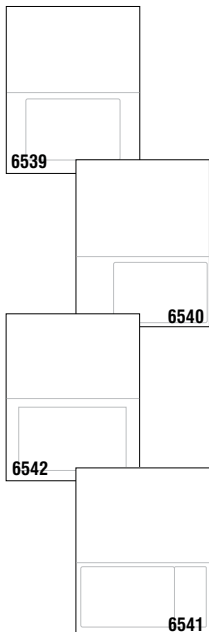
## A BETTER PICK THAN PATCH

Integrated labels with a full width liner are more efficient and effective than patch integrated forms. Patch forms have a loose corner on the liner that gets caught in printers, as well as an unequal thickness that causes roller wear and feeding issues. Patch forms also leave a void that droops with gravity, and are made with non-printable liners.

Priced per 1,000 sheets. Integrated labels feature both a form and a label in one sheet, creating an easier and more productive workflow. The full-width liner allows for easy, jam-free printing on most inkjet and laser machines.

**Poly-bagged within carton. Sold in full carton quantities only.**

*White, Laser Finish, Integrated Label with Full-Width Liner, Perfed for Easy Removal*



SHEET SIZE	LABEL SIZE	LABELS / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	SHEETS BOX/CTN	PRICE PER 1,000 SHEETS		
						1-9 CTN. PER M	10-19 CTN. PER M	20 CTN. PER M
8½ x 11	6 x 4	1	6539	White, 6 x 4 Label, 1¼ left, 1¼ right, ⅞ bottom, Perfed 5⅝ from bottom	BULK/1500	147.00	111.52	101.38
8½ x 11	6 x 4	1	6540	White, 6 x 4 Label, ⅞ right, ¼ bottom, Perfed 4⅝ from bottom	BULK/1500	147.00	111.52	101.38
8½ x 11	7 x 4¼	1	6542	White, 7 x 4¼ PayPal Label, ¾ left, ¾ right, 1 bottom, Perfed 6 from bottom	BULK/1500	147.00	111.52	101.38
8½ x 11	6 x 4 & 2 x 4	2	6541	White, 6 x 4 & 2 x 4 Label, ¼ left, ¼ right, ½ bottom, Perfed 4¾ from bottom	BULK/1500	147.00	111.52	101.38

We also offer integrated label forms in a variety of custom configurations.

BROWSE  
RESOURCES



15

## SPECIALTY CAPABILITIES



### EMBOSSING

Embossing is the process of using a standard or custom die to create a raised image or design on the label stock. Call us for pricing.

Embossing enhances products or communication with a raised look of elegance. Choose from dull or bright gold/silver; add a tint to create custom metallic color bronze/copper/red/blue, etc.) and emboss or blind emboss (no printing). Embossing adds class to beverage labels, cosmetics, jewelry tags, awards, diplomas, and so much more.

### COLD FOIL TRANSFER

This specialized process uses a properly applied wet lamination process on a metallic paper or foil to produce a custom design. It adorns your finished piece with an added touch of eye-catching indulgence. Textured spot foil is also a great accent finish that augments products.

### UNIQUE INKS

We have several types of specialty inks that can really bump a label's status up from good to great:

- Metallic inks
- Fluorescent inks
- Glow-in-the-dark inks
- Thermochromatic inks that change color as they change temperature (Perfect for many food or medical applications)



Scratch and Sniff Labels

### SCENTED (SCRATCH AND SNIFF) LABELS

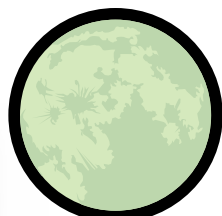
Add one of the five senses to your label creating and ordering—SCENT. Choose a single fragrance or combine two or more to create a signature blend. Smells trigger reactions, emotions and memories. That's why the aroma of scented marketing is popular and successful.

### OUR TOP 15 SCENTS:

- |                   |                |
|-------------------|----------------|
| 1. Apple          | 9. Chocolate   |
| 2. Strawberry     | 10. Pizza      |
| 3. General Floral | 11. Leather    |
| 4. Peppermint     | 12. New Car    |
| 5. Dill Pickle    | 13. Sandalwood |
| 6. Fresh Air      | 14. Sea Breeze |
| 7. Bubble Gum     | 15. Lavender   |
| 8. Wine           |                |



Fluorescent



Glow-in-the-dark



Thermochromatic



## CONSECUTIVE NUMBERING & VARIABLE DATA

If you require consecutive numbering or variable data on your labels, look no further. We can assist you in deciding on what will work best for the outcome you are trying to achieve and file set up so you end up with a smooth run.

## DELIVERY & PACKAGING OF YOUR LABELS

Labels can be delivered your way on rolls, sheets, or fan-folded. Let us know what version works best for your usage. How do you want them to arrive? Products can be packaged in cartons, clam shells (for retail), shrink-wrapped, or zip-lock bags. To see information on label finishing options, see page 33.

## ENVELOPES

If you need a standard or custom envelope enclosure for your label or product, we can provide a great deal of expertise and innovation.

## MAGNETS

Magnets are a great way to convey messages or brand value quickly with lasting exposure. Available from 1 to 4 colors, a variety of shapes and sizes, and indoor or outdoor use. Our offerings include business card magnets, calendar magnets, picture frame magnets, schedule magnets, save the date magnets or you can contact us with your idea and we will create it for you!

## SHORT RUN QUANTITIES

Thanks to progressive equipment capabilities, no label quantity is too small. Our offerings eliminate the need for dies or hard tooling with a no-plate technology that reproduces custom shapes and unique die-cuts easily, quickly and accurately. It's economical for the smallest runs, and ideal for multiple copies and customizing labels with text, barcodes, colors or personalized information.

## BARCODING

Many retail products, inventory and assets now require barcoding. Let us help you pick the right code for what you are trying to achieve. See page 34 for our linear barcode symbologies comparison chart that will highlight the particular applications for each type of code.

## HOW TO GET UPC BARCODES FOR YOUR PRODUCTS:

Universal product codes — UPCs — are the 12-digit numbers that appear under the barcodes on many U.S. products. They are given out by GS1 US, a nonprofit group that sets standards for international commerce.

Here's how it works: Businesses pay to join GS1 US, and in exchange, it assigns each member its own identification number that appears as the first part of its UPC.

Companies usually need different UPC codes for each product they sell, even if it is just a different size. So companies will add more numbers to their GS1-issued identification code to identify each of their products. Each UPC can be used to produce a specific barcode that can then be printed out and attached to products or, ideally, incorporated into the product design so that it is easily scanned at the register.

GS1 US charges capacity-based membership fees that begin at 250, plus annual renewal fees starting at 50. The fees depend on the number of unique products you sell. A membership form can be filled out online on GS1's website, [www.gs1us.org](http://www.gs1us.org).

Another option: Some internet-based companies, including [BuyABarCode.com](http://BuyABarCode.com), now resell UPC codes for less than 100, so small companies don't have to pay to join GS1 themselves.

You will be paying for the use of that company's identification number — not your own. That means your products' UPC will begin with another company's ID number. It can be a fine solution if you are cash-strapped or working with small or independent retailers — if the retailers don't mind — and just selling one or two products. But it won't work if you're planning to sell through major retailers because they generally require product makers to have their own identification numbers.



Consecutive Numbering



Variable Data



Linear Barcoding

## AVAILABLE SUBSTRATES (LABEL STOCK)

Your choice of face stock and adhesive are crucial to the success of your product or application. The label's intended use, the substrate the label is applied to, and the environment all play an important role in its performance. Browse through some of our available label

stocks below, ranging from standard materials to high performance labels designed for harsh environments. If you don't see what you're looking for, we can always order a custom label stock to fit your unique needs.

### FAVORITE LABEL STOCKS

Our 'Favorite' stocks include some of our most popular and commonly-used substrates. Ideal uses include product labels, medical, safety, and more.

DESCRIPTION	COMMON USES	TEMP.	WATER RESISTANT	INDUSTRY/ APPLICATION
<b>White or Clear Film - Permanent Adhesive</b> White or Clear poly facestock with permanent adhesive	Product labels that should be tear resistant or water resistant	160° ↑ -20° ↓	Waterproof with lamination	Auto/Industrial/Chemical, Bath & Body, Promotional, Sports & Recreation
<b>Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with permanent adhesive	One time use product label (i.e. throw away water bottles). Identifying labels, organizational labels, kid stickers, promotional labels	150° ↑ -65° ↓	Not meant for water	Bath & Body, Education, Promotional, Sports & Recreation
<b>Matte Litho Paper - Permanent Adhesive</b> White Matte paper with permanent adhesive	One time use product label (i.e. throw away water bottles). Identifying labels, organizational labels, kid stickers, promotional labels	160° ↑ -65° ↓	Not meant for water	Education, Promotional
<b>Thermal Transfer Paper - Permanent Adhesive</b> Thermal transfer imprintable white uncoated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels (blank and printed)	176° ↑ -4° ↓	Not meant for water	Medical, Office & Professional
<b>Fluorescent Paper - Permanent Adhesive</b> Fluorescent (Red, Chartreuse /Yellow, Orange, Pink and Green) paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, eye catching promotional/ educational labels (laser imprintable)	160° ↑ -65° ↓	Not meant for water	Medical, Office & Professional

### UNIQUE LABEL STOCKS

Our 'Unique Impression' stocks give a high class, elegant look to any product or application. These unique foils and effects are perfect for high end products and special applications.

DESCRIPTION	COMMON USES	TEMP.	WATER RESISTANT	INDUSTRY/ APPLICATION
<b>White or Clear Matte Film - Permanent Adhesive</b> White or Clear matte poly facestock with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels (blank and printed)	200° ↑ -65° ↓	Waterproof with lamination	Auto/Industrial/Chemical, Bath & Body, Medical
<b>Semi-Gloss Paper - Removable Adhesive</b> White semi-gloss paper with removable adhesive. (Will not cleanly remove from all surfaces - please verify use with our Customer Care Team.)	Identifier labels, temporary labels	150° ↑ -40° ↓	Not meant for water	Bath & Body, Promotional
<b>White or Clear Film - Removable Adhesive</b> White or Clear poly facestock with removable adhesive.	Alternative to static cling (more cost effective)	200° ↑ -40° ↓	Waterproof with lamination	Promotional, Sports & Recreation

## AVAILABLE SUBSTRATES (LABEL STOCK)

### ULTRA PERFORMANCE LABEL STOCKS

Our 'Ultra Performance' stocks are designed to withstand the toughest environments or requirements.

DESCRIPTION	COMMON USES	TEMP.	WATER RESISTANT	INDUSTRY/ APPLICATION
<b>White or Clear Polyester - Permanent Adhesive</b> Thermal transfer imprintable white or clear polyester with permanent all-temperature adhesive	Industrial applications, furnace/water heater labels, bumper stickers	300° ↑ -40° ↓	Waterproof with lamination	Auto/Industrial/Chemical
<b>Blockout Semi-Gloss Paper - Permanent Adhesive</b> White semi-gloss paper with opaque/gray permanent adhesive	Made a mistake? This will cover it up.	150° ↑ -50° ↓	Not meant for water	Office & Professional
<b>Matte Silver Polyester - Permanent Adhesive</b> Silver matte polyester with permanent adhesive	Industrial applications, furnace/water heater labels	150° ↑ -40° ↓	Waterproof with lamination	Auto/Industrial/Chemical
<b>White or Clear Film - Ultra Removable</b> White or Clear poly facestock with ultra removable adhesive	Activation labels/temporary decals	250° ↑ -20° ↓	Waterproof with lamination	Sports & Recreation

### ADDITIONAL LABEL STOCKS

These additional label stocks meet a variety of requirements for different applications and uses, please contact us for pricing.

STOCK	DESCRIPTION/COMMON USES
Estate Stocks	Ideal for high end product, beverage and food labels.
EDP Imprintable	Completely uncoated – ideal for impact printers.
Tyvek	Tear proof, weatherproof and chemical resistant material.
Bright Chrome Polyester	Ideal for indoor and outdoor applications. Material is also tear resistant and thermal transfer imprintable.
Matte Chrome Polyester	Ideal for indoor and outdoor applications. Material is also tear resistant and thermal transfer imprintable.
Brushed Chrome Polyester	Ideal for indoor and outdoor applications. Material is also tear resistant and thermal transfer imprintable.
Tag (coated on one side)	8 - 10 PT card stock with or without permanent adhesive.
Static Clings	Ideal for removable window decals, leaves no residue.
Piggyback Stock	Facestock with white midliner. Can be removed, applied, and re-applied to another surface.
Laser Stock	Ideal for laser and some inkjet printers.
Coupon	Ideal for Instant Redeemable Coupon (IRC) labels.

### ADDITIONAL LABEL FINISHES

Adding a finish to your label can protect your label artwork, withstand harsh environments, stand out on the shelf and increase durability.

- Gloss Varnish (UV)/Lamination
- Matte Varnish/Lamination
- Thermal Transfer Imprintable Varnish/Lamination
- Inkjet/Laser Imprintable Varnish
- Spot Varnishes
- Self-Laminating
- Embossed
- Cold Foil Transfer
- Textured Lamination
- Writable Varnish/Lamination

**PLEASE NOTE:** Finishes may affect pricing; please contact us for a quote using the finish you'd like.

*If you don't see what you're looking for, we can order specific substrates to fit your needs.*



# ADHESIVE PERFORMANCE FACTORS

The adhesives used on the labels in this catalog (except “removable, ultra removable and repositionable”) are a general purpose, permanent adhesive, which should perform well under normal environmental conditions. If abnormal conditions will be encountered, such as high or low temperatures, please consult us prior to ordering labels. **We strongly suggest testing the labels’ adhesive on the item it will be adhered to.** Samples available upon request.

## Successful adhesive performance depends on several factors:

**COMPOSITION** — The composition of the substrate that the label will be applied to can have an effect on the ultimate strength of the bond that the label will obtain. Plastic substrates (Polyethylene, Polypropylene, etc.) are not readily compatible with straight acrylic-based adhesives and consequently may not provide the destructibility of a rubber-based adhesive.

**TEXTURE** — Pressure sensitive adhesives require good contact with the substrate surface to obtain adhesion. A rough textured substrate will reduce the amount of surface area the adhesive will be able to contact, reducing the level of adhesion. Rough corrugated boxes, pebbled plastic computer cases, clothing and wooden pallets are all examples of possible problem areas. Label materials with a heavier coating weight or a more aggressive adhesive are available to provide the required adhesion level.

**SHAPE** — The shape of the substrate, along with the size and stiffness of the label, must be considered to ensure proper end use performance. Pressure sensitive adhesives require a short period to flow into the surface of the substrate and obtain maximum adhesion. If a stiff label is being applied to a curved surface, the stiffness or memory of the label may cause the label to lift from the substrate before the adhesive has had a chance to adhere to the surface. Rougher substrates will aggravate the situation. Typical solutions will be to use either a more aggressive adhesive or a more flexible label.

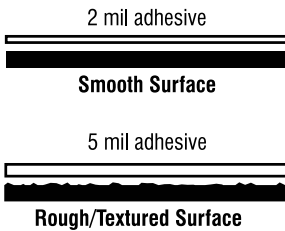
**CLEANLINESS** — The cleanliness of the surface of the substrate when the label is applied will affect the ultimate adhesion of the label and the success of the application. Contamination from dirt, oils, frost and other foreign elements prevent the adhesive from contacting the surface. Also, other contaminants present during the manufacturing of the substrate such as mold release agents on blow molded plastic products and plasticizers in vinyl products will affect the adhesion or reduce the life of the label through adhesive deterioration. All substrates should be clean and free of all contamination. In situations where contaminants are inherent in the manufacturing process, special adhesives may be available to overcome the problem.

**TEMPERATURE AT APPLICATION** — The temperature of the substrate at the time the label will be applied can affect the ability of the label to adhere to the substrate. Pressure sensitive labels require the adhesive to flow into the pores of the substrate. If the temperature at the time of application is below the freezing point of the adhesive, the adhesive will lose its ability to grab the surface and will edge lift or fall off. Typical minimum application temperatures are between +40° to +50°. Special adhesives are available that will provide application temperatures down to -10° to -20°. Application temperature ranges may differ from the service range temperatures.

**ENVIRONMENTAL CONDITIONS** — Paper label materials are affected by moisture either through direct contact or through humidity in the air. Moisture can cause the paper to deteriorate resulting in a loss of print contrast and barcode scanning. For label applications that require resistance to moisture, special materials are available for most printing technologies that will provide a range of durability. Materials include resin and latex impregnated papers for limited exposure, and vinyls, polyesters, and other plastics for maximum exposure. Many of the label materials can be laminated with a clear polyester to increase the durability of not only the label but the printed image as well.

**EXPECTED USEFUL LIFE** — The environment the label will be exposed to during its life will play a role in the selection of the appropriate label material. Applications that require resistance to grease and oils, as in labels for the automotive industry, may require either a latex impregnated paper or a vinyl label. Applications that expose the label to excessive levels of abrasion may require either a stronger paper or a plastic. Long term exposure to high heat (above 120°) will cause most label materials to deteriorate and may require a special product.

**Thorough testing is always recommended to assure the correct label stock and adhesive selection.**



## STANDARD INK COLORS

Additional ink colors are available upon request.

**PMS COLOR MATCH AVAILABLE AT 60.00 PER COLOR WHEN PRINTING FLEXO.**  
**ALL DIGITAL ORDERS PRINT IN 4 COLOR PROCESS ONLY.**

BLACK	(PMS 185) RED	PROCESS BLUE	(PMS 348) GREEN	(PMS 280) DARK BLUE
(PMS 158) ORANGE	(PMS 7512) BROWN	PANTONE YELLOW	OPAQUE WHITE	

## PACKAGING

All label items are routinely packed in cartons. Roll quantities, for most items, are 1000 labels per roll on a 3" core unless otherwise specified. These specifications may vary, however, depending on label size. Call us for pricing roll quantities of 500, 250 or 100.

## TYPESETTING

We will typeset up to, and including, 6 lines of type free of charge. Choose one of our 18 most requested type styles seen below. If it becomes necessary for us to match type, we will select a typeface that is as close as possible from our available font libraries.

<b>A-1</b> Avant Garde	<b>A-2</b> <i>Avant Garde Italic</i>
<b>H-1</b> Helvetica	<b>H-2</b> <i>Helvetica Italic</i>
<b>T-1</b> Times	<b>T-2</b> <i>Times Italic</i>
<b>P-1</b> Palatino	<b>P-2</b> <i>Palatino Italic</i>
<b>S-1</b> <i>Brush Script</i>	<b>S-2</b> <i>Park Avenue</i>
<b>A-3</b> <b>Avant Garde Bold</b>	<b>A-4</b> <b><i>Avant Garde Bold Italic</i></b>
<b>H-3</b> <b>Helvetica Bold</b>	<b>H-4</b> <b><i>Helvetica Bold Italic</i></b>
<b>T-3</b> <b>Times Bold</b>	<b>T-4</b> <b><i>Times Bold Italic</i></b>
<b>P-3</b> <b>Palatino Bold</b>	<b>P-4</b> <b><i>Palatino Bold Italic</i></b>

## SENDING FILES VIA ELECTRONIC TRANSFER (PREFERRED)

e-mail to: [prepress@wsel.com](mailto:prepress@wsel.com) To expedite your order you must include:

- |                 |                     |                              |
|-----------------|---------------------|------------------------------|
| 1) Your Name    | 3) Purchase Order # | 5) Fax Number (if available) |
| 2) Company Name | 4) Phone Number     | 6) E-mail Address            |

## PROOFS, PACKAGING AND PRICING

**PROOFS** — Electronic PDF or color laser proofs (not true to color) are available upon request. If a proof is requested, a ship date will be assigned after proof approval. Press proofs are 150 each copy for digitally printed labels, these will not be die-cut. Flexo press proofs vary—please call for pricing.

**PACKAGING INFORMATION** — All label items are routinely packed in cartons. Roll quantities, for most items, are 1000 labels per roll on a 3" core. These specifications may vary, however, depending on label size. Call us for pricing roll quantities of 500, 250 or 100.

**RETAIL PRICING** — List prices are based on printing 4 color process digital on the designated label stocks listed.

## ADDITIONAL CHARGES

**MACHINE APPLIED LABELS:** Call to discuss specifications and obtain pricing information.

**OVER RUN/UNDER RUN:** ±10%

## FONT (COPY) POINT SIZES

Serif	Sans Serif	Point Size
w	w	5
w	w	6
w	w	7
W	W	8
W	W	9
W	W	10
W	W	12
W	W	14
W	W	18
W	W	20
W	W	24
W	W	28
W	W	32
W	W	36
W	W	48
W	W	60

Rounded corner rectangle labels have a corner radius of 0.125" or 1/8" as shown here

## Label Artwork File Guidelines



### PDF (*Portable Document Format*)

*This is the preferred method of submission.*

#### *Secondary file formats*



Illustrator



InDesign




Photoshop

### Considerations

#### General

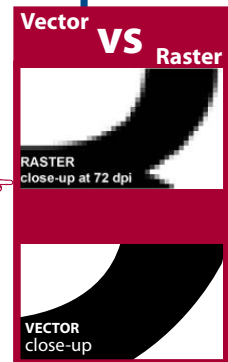
- Remove/turn off security options for PDFs

#### Artwork

- Outline all fonts  
*Differences in kerning, font versions, anti-aliasing, etc. can cause small differences between what you see on your screens and what we output to press.*
- Double check that all images are embedded into your document.
- Please ensure all rasterized artwork (images, effects, copy, etc.) is created and saved **at or above** 300 dpi. **Vector** art is preferred over **Raster** Images 
- Type should be *no smaller than* 5 pt.
- Thin, small fonts with over 3 colors may fill in slightly or appear “fuzzy”.
- Line weights of .5 pt or more assure optimum print results.
- We cannot guarantee the integrity of supplied drop shadows.
- It is preferred that barcodes/QR codes are vector/editable.
- CMYK documents preferred over RGB.  
*Converting RGB documents to CMYK may cause an unexpected difference in color.*

#### Layout

- Bleeds should extend .0625” past trim line.
- Any other artwork should be .0625” away from trim line.  
*Because of movement at press.*



You can upload files via our FTP site: <http://portal.wsec.com/upload/>  
Please make sure to note which company you are with and if it is for a label quote or order.



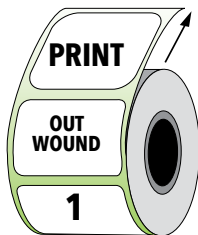
## ROLL PACKAGING

All label items are routinely packed in cartons. Roll labels will be supplied on a 3" core, 1,000 labels per roll unless requested otherwise (different quantity per roll may affect pricing). These specifications may vary, however, depending on label size. Call us for pricing roll quantities of 500, 250 or 100.

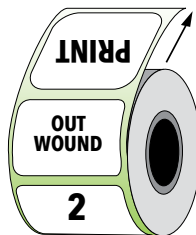
## LABEL REWIND DIRECTION

After completion of printing and die-cutting, the converted label roll is taken from the press to the rewind department for finishing. In this department, the labels receive a final quality inspection where any labels that do not meet quality standards are removed. Electronic counters aid in rewinding the rolls to 1M, 500, 250, etc...whichever count is ordered. You can also specify your rewind direction according to the diagram below. Rewind/web direction must be provided for any and all machine-applied or imprinted labels.

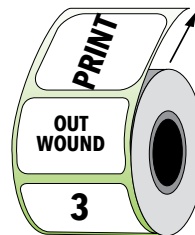
### OUTWOUND (MOST COMMON)



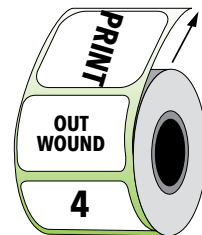
Top of label  
off first



Bottom of  
label off first

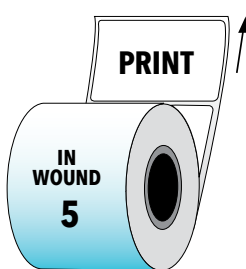


Right side of  
label off first

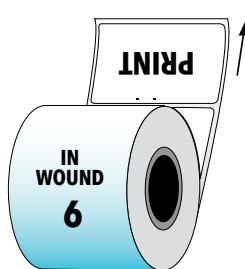


Left side of  
label off first

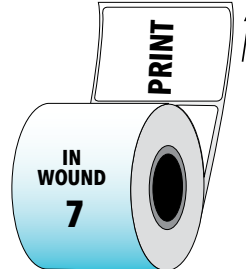
### INWOUND



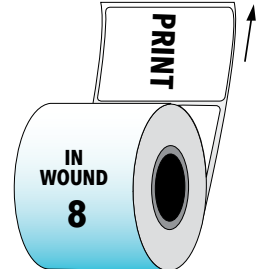
Top of label  
off first



Bottom of  
label off first

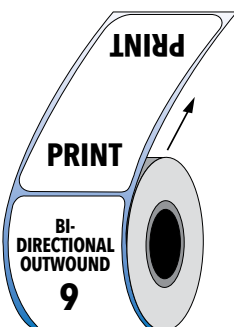


Right side of  
label off first

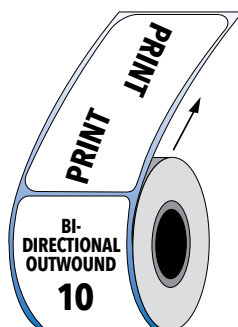


Left side of  
label off first

### BI-DIRECTIONAL OUTWOUND

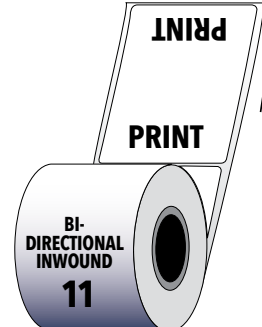


Top or bottom  
off first

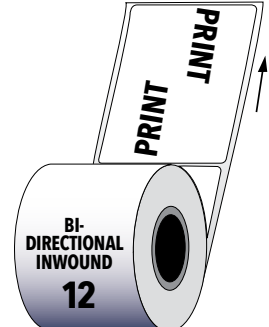


Left or right  
off first

### BI-DIRECTIONAL INWOUND



Top or bottom  
off first



Left or right  
off first

## BARCODES

SYMBOL	EXAMPLE	CHARACTER SET	VARIABLE LENGTH	DISCRETE/ CONTINUOUS	CHECK CHARACTER	APPLICATION
Code 39 USS-39	 1 2 3 4 5 6	A	Variable	Discrete	Optional	In very wide use for many types of applications: Logmars, HIBCC
Code 128 USS-128	 1 2 3 4 5 6	Subset A,B,C	Variable (Even # of Subset C)	Discrete	Required	Widely used; excellent for many applications
UPC-A	 1 2 3 4 5 6 0 0 0 0 0 1	Numeric Only	12 Fixed (11 data + 1 check digit)	Continuous	Required	Retail product marketing in USA and Canada
UPC-E	 1 2 3 4 5 6 0 0	Numeric Only	7 Fixed (zero + 5 data + 1 check digit)	Continuous	Required	Retail product marketing in USA and Canada; compressed for products with limited label space
EAN-13	 1 2 3 4 5 6 0 0 0 0 0 5	Numeric Only	13 Fixed (12 data + 1 check digit)	Continuous	Required	Retail product marketing world-wide
EAN-8	 1 2 3 4 5 6 0 1	Numeric Only	8 Fixed	Continuous	Required	Retail product marketing in USA and Canada; compressed for products with limited label space
Interleaved 2 of 5	 0 1 2 3 4 5 6 7	Numeric Only	Variable (Even # of Digits)	Discrete	Optional	Very compact; encodes digits in pairs-total length must be even numbers of digits
ISBN	 9 7 8 1 2 3 4 5 6 7 8 9 1	Numeric Only	Variable (Even # of Digits)	Discrete	Optional	Very compact; encodes digits in pairs-total length must be even numbers of digits

**Notes:** **A**=Caps and Special Non-Keyboard Codes + Numbers + Others

**B**=Upper & Lowercase + Numbers + Others

**C**=Numbers Only

Linear Barcodes can be scanned from either direction.

*For more information on how to obtain your barcode, see page 27.*

# CREATE YOUR LABEL CHECKLIST

## HOW IS THE LABEL USED?

**Define the label's required performance with the application checklist below.**

**Machine Applied or Machine Imprinted** – Begin by determining if the label will be machine applied or machine imprinted. If machine applied/imprinted, the following information is critical to meet the specifications of the application/imprinting equipment.

- ☐ Determine the width and length of the label on the roll. Get samples if possible. (Please visit [wsel.com/measuring-your-label](http://wsel.com/measuring-your-label) for more detailed information.).
- ☐ Determine if labels are outwound or inwound and the corresponding rewind number (see chart on page 33).
- ☐ What is the size of the core?
- ☐ What is the maximum outside diameter of a roll?
- ☐ What is the web width and gap between labels?
- ☐ What are the slitting and splicing tolerances?
- ☐ Is a leader required?

**Barcode Label** – If the label includes a barcode, these points should be addressed. (See chart on page 34 for basic barcode types.)

- ☐ What is the type of symbology being used?
- ☐ What are the number of characters per inch?
- ☐ What is the height of the barcode?
- ☐ Identify and specify the check digit if one needs to be included.

**Intended Use/Performance** – Whether your labels are hand or machine applied, their intended use, the substrate the label is applied to and the environment all play an important role in it's performance. Use this checklist to help define your label needs:

- ☐ Are the labels imprinted? If so, how will they be imprinted?
- ☐ Do the labels need to be permanent, removable or repositionable?
- ☐ What is the expected life span of the labels after application? Less than one year? One to three years? More than three years? Is the expected lifespan inside or outside?
- ☐ What surface will the label be applied to? Paper, metal, glass, wood, painted surfaces, corrugated box, plastic or shrink-wrap?
- ☐ What is the shape and texture of the application surface? Smooth, rough, cylindrical, flat, curved, flexible or pebbled? What condition is the surface? Wet, dirty, dusty, or oily?
- ☐ At what temperature will the labels be applied? Moderate temperature (40° to 80°), a freezer (less than 32°)? During the lifetime of the labels, what temperatures will they be exposed to? Estimate the minimum and maximum temperatures during application and the lifetime of the labels.
- ☐ What harsh environments will the labels be exposed to? Will they be placed in ovens, freezers or microwaves? Exposed to direct sunlight, chemical baths, abrasives, petroleum products or chemical solvents?

### Label Characteristics

**Dimensions** – Begin the process with an accurate label drawing. The drawing should describe all the physical characteristics of what is being made. This should include, but is not limited to, the width, length and corner radius of the label and may also include the position and diameter of interior cuts, orientation to the roll, or sheet. (Please visit [wsel.com/measuring-your-label](http://wsel.com/measuring-your-label) for more detailed information.)

**Material** – Carefully match requirements of label performance with known material performance characteristics. Some situations require testing to take place before materials can be chosen. (Please see the intended use/performance section of the checklist above for more information).

**Copy** – Write copy and design a layout for the words and images that will be printed on the label. If applicable, provide a number in the copy that can be referenced for future runs. The orientation of the copy to the label width, length and roll or sheet, is very important to the document. A PDF proof will be provided upon request. (Please visit [wsel.com/measuring-your-label](http://wsel.com/measuring-your-label) for more detailed information.)


**Colors and Color Breaks** – Verify colors that will be used with the copy and any images you are including on the label. PMS charts are the most common tools for labels manufactured conventionally and printed flexographically. All PMS books have colors printed on coated and/or uncoated stock. When choosing colors, it is important to understand the background color of the material being used to print on. PMS colors will look different when printed on label stocks such as films, fluorescents, and foils. Digital printing will not match PMS swatch books. PMS charts are to be used to reference a spectrum of desired colors when printing digitally.


**Protective Coatings** – A protective coating is recommended if your label is exposed to chemicals, moisture, extreme temperatures, or frequent contact by human hands. Protective coatings cannot protect color fading due to extended sunlight exposure, nor do they protect paper labels from moisture or other extreme weather conditions. Types of Protective Coatings include:

- **UV Clear Coat** – When applied, this liquid coating gives your label a hard, glossy finish which helps resist fingerprints, surface moisture, and certain chemicals. Can be applied as a flood coat or over a selected portion if required.
- **Lamination** – A protective film that is fused to the labels. Lamination can provide a high gloss finish with peak resistance to handling, abrasions and chemicals.





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4480 N. 132<sup>ND</sup> ST.  
Butler, WI 53007-2099

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P: 800-558-0514  
F: 800-753-2329

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customerservice.label@wsel.com

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wsel.com

 [bit.ly/wslinkedin](https://bit.ly/wslinkedin)

 [bit.ly/wsetwitter](https://bit.ly/wsetwitter)

 [bit.ly/wsfacebook](https://bit.ly/wsfacebook)

 [bit.ly/wsyoutube](https://bit.ly/wsyoutube)