



Western States
envelopes • labels • packaging

Label Resource Guide

MAY 2023





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 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.



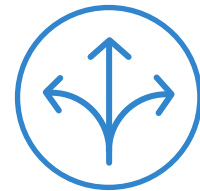
COMMITTED.

Your needs matter most. When you're happy enough to tell someone about your 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.

TABLE OF CONTENTS

SECTION

01

BROWSE BY INDUSTRY/APPLICATION

- 1 Automotive / Industrial / Chemical
- 1 Bath & Body / Cosmetics
- 2 Education
- 2 Food & Beverage
- 3 Medical & Pharmaceutical
- 3 Office & Professional
- 4 Service Industries & Promotional
- 4 Sports & Recreation

SECTION

02

BROWSE SPECIALTY LABELS

- 6 Appointment & Business Card
- 6 Instant Redeemable Coupon (IRC)
- 7 Door Hangers / Shelf Hangers / Tags
- 7 Outdoor / Weather Resistant
- 8 Piggyback
- 8 Reclosable & Repositionable
- 9 Self-Laminating
- 9 Tamper Evident
- 10 Visitor Badges
- 10 Window Clings & Decals

SECTION

03

BROWSE BY SHAPE

- 15 Bumper Stickers
- 14 Circles & Ovals
- 16 Custom Capabilities
- 16 Laser Die-Cutting
- 12-13 Rounded Corner Squares / Rectangles
- 15 Special Shapes & Bursts
- 14 Square Corner / Butt Cut

BROWSE LABEL SHEETS

- Integrated Label Forms 20
- Large Laser Label Sheets 19
- Laser Label Sheets 18-19

04

SECTION

BROWSE CAPABILITIES & RESOURCES

- Additional Finishes 25
- Additional Label Substrates 25
- Adhesive Performance Factors 26
- Available Substrates 24-25
- Barcodes 23, 30
- Consecutive Numbering & Variable Data 23
- Cold Foil Transfer 22
- Create Your Label Checklist 31
- Delivery & Packaging of Your Labels 23
- Embossing 22
- Envelopes 23
- Finishing Options 29
- Label Art Guide 27
- Magnets 23
- Scented (Scratch and Sniff Labels) 22
- Sending Us Your Files 28
- Short Run Quantities 23
- Specialty Capabilities 22-23
- Unique Inks 22

05

SECTION

LET'S MAKE YOUR
PERFECT LABEL 

BROWSE BY
INDUSTRY/APPLICATION







1

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.
White or Clear Film - Permanent Adhesive White or clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
White Matte Film - Permanent Adhesive White matte poly facestock with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal imprintable labels, water resistant with lamination	200° ↑ -65° ↓ 
White Vinyl - Permanent Adhesive White vinyl face stock with permanent adhesive	Outdoor permanent labels, product labels, bumper stickers, water resistant with lamination	300° ↑ -40° ↓ 
White, Clear, or Silver Polyester - Permanent Adhesive 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.
White or Clear Film - Permanent Adhesive White or clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	One time use product label	150° ↑ -65° ↓
White Matte Film - Permanent Adhesive 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° ↓ 
Gold/Silver (Bright or Dull) Paper - Permanent Adhesive 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 25 for a list of our popular label finishes.

EDUCATION

FOOD & BEVERAGE



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.
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	One time use product label, kid stickers, organizational labels	150° ↑ -65° ↓
Matte Litho Paper - Permanent Adhesive White matte litho paper with permanent adhesive	One time use product label, kid stickers, organizational labels	160° ↑ -65° ↓
White Semi-Gloss Paper - Removable Adhesive White semi-gloss paper with removable adhesive	Identifier labels, temporary labels	150° ↑ -40° ↓
White Semi-Gloss Paper - Repositionable Adhesive 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.
White Film - Permanent Adhesive White poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
Clear Film - Permanent Adhesive Clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -65° ↓ 
Matte Litho Paper - Permanent Adhesive Thermal transfer imprintable white uncoated paper with permanent adhesive	One time use product label, identifying labels	160° ↑ -65° ↓
Gold/Silver (Bright or Dull) Paper - Permanent Adhesive 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

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.
Thermal Transfer Paper - Permanent Adhesive Thermal transfer imprintable white uncoated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels	176° ↑ -4° ↓
Fluorescent Paper - Permanent Adhesive Fluorescent (Red, Chartreuse/Yellow, Orange, Pink and Green) paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels	160° ↑ -65° ↓
Direct Thermal Paper - Permanent Adhesive Direct thermal imprintable white medium coated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, direct thermal imprintable labels	200° ↑ -65° ↓
White Matte Film - Permanent Adhesive 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.
Thermal Transfer Paper - Permanent Adhesive Thermal transfer imprintable white uncoated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, thermal transfer imprintable labels	176° ↑ -4° ↓
Fluorescent Paper - Permanent Adhesive 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° ↓
Direct Thermal Paper - Permanent Adhesive Direct thermal imprintable white medium coated paper with permanent adhesive	Shipping labels, barcode/asset tag labels, identifier labels, direct thermal imprintable labels	200° ↑ -65° ↓
Blockout Semi-Gloss Paper - Permanent Adhesive 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 25 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.
White or Clear Film - Permanent Adhesive White or clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	Single-use product label	150° ↑ -65° ↓
Gold/Silver (Bright or Dull) Paper - Permanent Adhesive Bright or dull, gold and silver foil paper labels with permanent adhesive	Eye-catching labels for promotions and high-end product labels	150° ↑ -50° ↓
White or Clear Film - Removable Adhesive 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.
White or Clear Film - Permanent Adhesive White or clear poly facestock with permanent adhesive	Tear resistant or water resistant with lamination	160° ↑ -20° ↓ 
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	Single-use product label	150° ↑ -65° ↓
White or Clear Film - Removable Adhesive White or clear poly facestock with removable adhesive	Alternative to static cling, water resistant with lamination	200° ↑ -40° ↓ 
White Semi-Gloss Paper - Ultra Removable Adhesive 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.

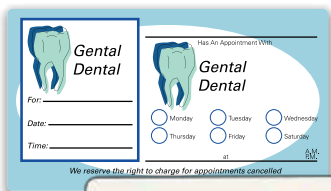
*See page 25 for a list of our popular label finishes.

BROWSE
SPECIALTY LABELS



2


APPOINTMENT & BUSINESS CARD INSTANT REDEEMABLE COUPONS (IRC)



Suggested Size: 2" x 3½"

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
Matte Litho Paper - Permanent Adhesive White matte paper with permanent adhesive	160° ↑ -65° ↓	Not meant for water
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	150° ↑ -65° ↓	Not meant for water
White Poly - Repositionable Adhesive White or clear poly facestock with repositionable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
8 pt. CIS Tag - No Adhesive 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



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
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive	180° ↑ -50° ↓	Not meant for water
White Poly- Permanent Adhesive White poly facestock with permanent adhesive	160° ↑ -40° ↓	Waterproof with lamination 

POPULAR FINISHES

- Gloss or Matte Varnish
- Spot Gloss and/or Spot Matte Varnish



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





Coupon label affixed to bottle cap (enlarged)

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	
8 pt. CIS Tag - No Adhesive Coated one side with no adhesive	N/A	Not meant for water	
White Poly - Repositionable Adhesive White poly facestock with repositionable adhesive	200° ↑ -40° ↓	Waterproof with lamination	
Laser Imprintable Reinforced Gloss - Removable Adhesive White gloss paper facestock with removable adhesive	150° ↑ 0° ↓	Not meant for water	
Laser Imprintable White Vinyl - Removable Adhesive 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	
Laminated White Vinyl - Permanent Adhesive White vinyl with permanent adhesive	300° ↑ -40° ↓	Waterproof with lamination	
Laminated Clear/White Poly - Permanent Adhesive White or clear poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination	
Laminated Clear/White Poly - Removable Adhesive 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 Lamine



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
Semi-Gloss Paper Piggyback - Permanent Adhesive White semi-gloss facestock white mid liner and permanent adhesive	200° ↑ -65° ↓	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 & 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
White Poly - Repositionable Adhesive Flexible white poly facestock with repositionable adhesive	160° ↑ -20° ↓	Waterproof with lamination 
Laser Imprintable Reinforced Gloss - Removable Adhesive Rigid white gloss paper facestock with removable adhesive	150° ↑ 0° ↓	Not meant for water
Laser Imprintable White Vinyl - Removable Adhesive Flexible white poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
Semi-Gloss Paper - Removable or Repositionable Adhesive 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

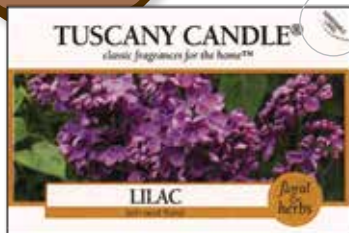


Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.

Reclosable Label



Corner showing the peeling/re-adhering capabilities (enlarged)




Removable Label

BROWSE SPECIALTY LABELS

SELF-LAMINATING TAMPER EVIDENT

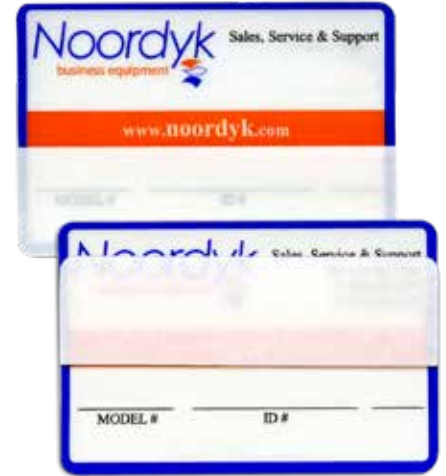
SELF-LAMINATING

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
Writable Matte Litho Paper - Permanent Adhesive White matte litho paper with a writable surface and permanent adhesive	160° ↑ -65° ↓	Not meant for water
Writable White Poly - Permanent Adhesive 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
Tamper Evident Matte Litho Paper - Permanent Adhesive White matte tamper evident paper with permanent adhesive	200° ↑ -65° ↓	Not meant for water
Tamper Evident Semi-Gloss Paper - Permanent Adhesive White semi-gloss tamper evident paper with permanent adhesive	150° ↑ -65° ↓	Not meant for water
Tamper Evident White Poly - Permanent Adhesive White poly tamper evident facestock with permanent adhesive	160° ↑ -20° ↓	Not meant for water

POPULAR FINISHES

Gloss or Matte Varnish



*Tamper Evident labels can also be made out of any paper label stock with the appropriate dies as shown in the pricing label example here:



VISITOR BADGES

WINDOW CLINGS & DECALS



Suggested Size: 4" x 3"




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
Writable Matte Litho Paper - Permanent Adhesive Writable white matte paper with permanent adhesive	160° ↑ -65° ↓	Not meant for water
Semi-Gloss Paper - Permanent Adhesive White semi-gloss paper with permanent adhesive (requires varnish or laminate for writability)	150° ↑ -65° ↓	Not meant for water
Writable White Matte Poly - Permanent Adhesive Writable white matte poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination 
Writable 8 pt. CIS Tag - No Adhesive Writable 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
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NOTE: When ordering, request individually sheeted or rolls with or without perforation between labels.

WINDOW CLINGS & 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
White or Clear Static Cling - No Adhesive (Cannot laminate) White or clear vinyl facestock with no adhesive	N/A	Waterproof 
White or Clear Poly - Removable Adhesive White or clear poly facestock with removable adhesive	200° ↑ -40° ↓	Waterproof with lamination 
White or Clear Poly - Permanent Adhesive White or clear poly facestock with permanent adhesive	160° ↑ -20° ↓	Waterproof with lamination 
White Vinyl - Permanent Adhesive 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)
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Want to waterproof your label? Add one of our popular lamination finishes to a label stock with this symbol above.

BROWSE BY
SHAPE



3

BROWSE BY SHAPE

ROUNDED CORNER SQUARES & RECTANGLES



DIE NO.	SIZE / STYLE
LR0505	½" x ½"
LR0510	½" x 1"
LR0515	½" x 1½"
LR0520	½" x 2"
LR0710	¾" x 1"
LR0715	¾" x 1½"
LR0720	¾" x 2"
LR1010	1" x 1"
LR1017	1" x 1¼"
LR1020	1" x 2"
LR1030	1" x 3"
LR1035	1" x 3½"
LR1040	1" x 4"
LR1050	1" x 5"
LR1115	1⅞" x 1½"
LR1207	1¼" x ¾"

DIE NO.	SIZE / STYLE
LR1220	1¼" x 2"
LR1425	1⅞" x 2½"
LR1540	1½" x 4"
LR1717	1¾" x 1¾"
LR1727	1¾" x 2¾"
LR2005	2" x ½"
LR2010	2" x 1"
LR2020	2" x 2"
LR2025	2" x 2½"
LR2030	2" x 3"
LR2050	2" x 5"
LR2060	2" x 6"
LR2225	2¼" x 2½"
LR2505	2½" x ½"
LR2518	2½" x 1⅞"
LR2525	2½" x 2½"

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.

LABEL STOCK OPTIONS

For more information on available stocks, see pages 24 & 25

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

DIE NO.	SIZE / STYLE	DIE NO.	SIZE / STYLE
LR2527	2½" x 2¾"	LR3550	3½" x 5"
LR2545	2½" x 4½"	LR4020	4" x 2"
LR3010	3" x 1"	LR4025	4" x 2½"
LR3015	3" x 1½"	LR4029	4" x 2 ¹⁵ / ₁₆ "
LR3020	3" x 2"	LR4030	4" x 3"
LR3030	3" x 3"	LR4040	4" x 4"
LR3040	3" x 4"	LR4230	4¼" x 3"
LR3060	3" x 6"	LR5030	5" x 3"
LR3080	3" x 8"	LR5035	5" x 3½"
LR3520	3½" x 2"	LR5040	5" x 4"
LR3535	3½" x 3½"	LR6040	6" x 4"

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



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.



LABEL STOCK OPTIONS

For more information on available stocks, see pages 24 & 25

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

BROWSE BY SHAPE

SQUARE CORNER / BUTT CUT



Internal Use ONLY

DIE NO.	SIZE / STYLE
LB2010	2" x 1"
LB2515	2½" x 1½"
LB3025	3" x 2½"

DIE NO.	SIZE / STYLE
LB4030	4" x 3"
LB4050	4" x 5"
LB4060	4" x 6"

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.

CIRCLES & OVALS



DIE NO.	SIZE / STYLE
LC0505	½" CIRCLE
LC0707	¾" CIRCLE
LC1010	1" CIRCLE
LC1515	1½" CIRCLE
LC2020	2" CIRCLE
LC2525	2½" CIRCLE
LC3030	3" CIRCLE
LC3535	3½" CIRCLE

DIE NO.	SIZE / STYLE
LC4040	4" CIRCLE
L00715	¾" x 1½" OVAL
L01020	1" x 2" OVAL
L00625	1¼" x 2½" OVAL
L01828	1⅞" x 2⅞" OVAL
L02237	2¼" x 3¾" OVAL
L03042	3" x 4¼" OVAL

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.

LABEL STOCK OPTIONS

For more information on available stocks, see pages 24 & 25

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

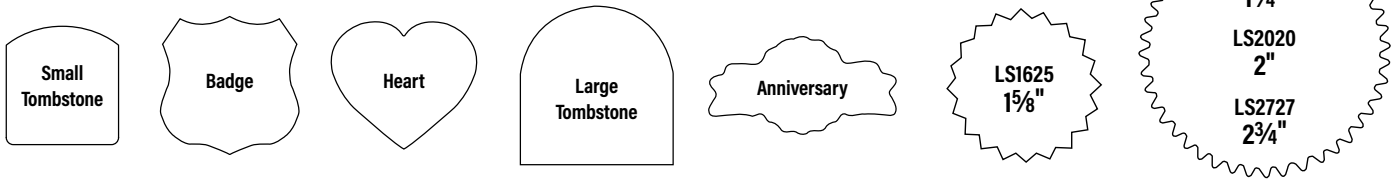
White Polyester Outdoor/Durable
 Clear Polyester Outdoor/Durable
 Blockout Semi-Gloss Paper High Density
 White Film Ultra Removable Residue-Free Removal
 Silver Matte Polyester Outdoor/Durable

SPECIAL SHAPES & BURSTS

DIE NO.	SIZE / STYLE	DIE NO.	SIZE / STYLE
LS1625	1 5/8" BURST	LS1818	1 7/8" x 1 7/8" BADGE
LS1717	1 3/4" BURST	LS1223	1 7/32" x 2 5/16" ANNIVERSARY
LS2020	2" BURST	LS1615	1 1/16" x 1 1/2" SMALL TOMBSTONE
LS2727	2 3/4" BURST	LS2223	2 1/4" x 2 3/8" LARGE TOMBSTONE
LS1720	1 3/4" x 2" HEART		



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.



Illustrations not to size.

BUMPER STICKERS

DIE NO.	SIZE / STYLE
815000A	2 3/4" x 15"
711000	3" x 11"
815000C	3 3/4" x 7 1/2"
815000B	3 3/4" x 15"



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

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.

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

LABEL STOCK OPTIONS

For more information on available stocks, see pages 24 & 25

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.

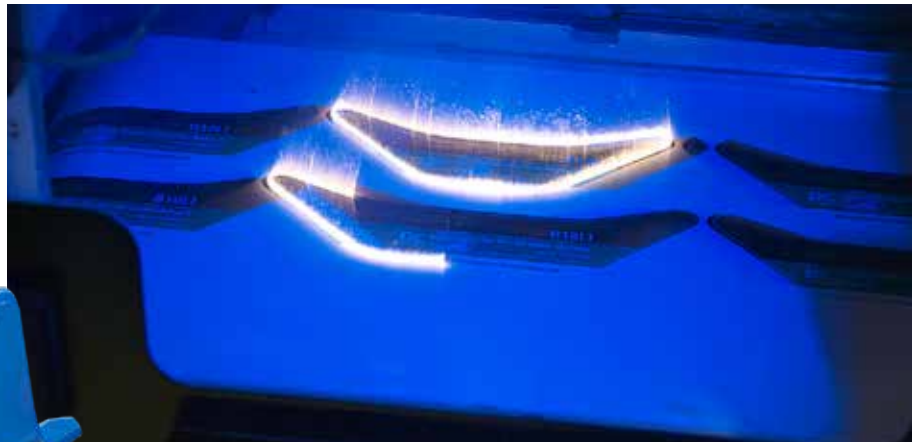
LASER DIE-CUTTING

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 28 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.

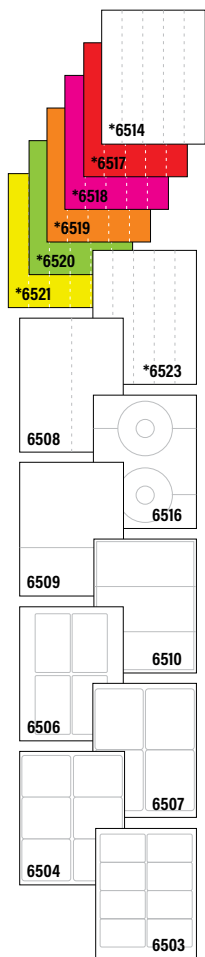
MORE USES. MORE BENEFITS. MORE BRANDING.

- 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.

Free downloadable templates available on our website.

Packs of 250 label sheets are enviro-wrapped within each carton. Enviro-wrap protects and keeps the label adhesive fresh which adds to the life of the product.

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



SHEET SIZE	LABEL SIZE	MS WORD LABELS TEMPLATE / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	AVAIL.	QUANTITY SHEETS BOX/CTN	M WGT.	
8½ x 11	8½ x 11	Variable	*6514	Bright White, 4 Vertical Back Scores	Stocked Item	250/1000	25	
8½ x 11	8½ x 11	Variable	*6517	Fluorescent Red, 4 Vertical Back Scores	Stocked Item	250/1000	29	
8½ x 11	8½ x 11	Variable	*6518	Fluorescent Pink, 4 Vertical Back Scores	5-7 Days	250/1000	29	
8½ x 11	8½ x 11	Variable	*6519	Fluorescent Orange, 4 Vertical Back Scores	Stocked Item	250/1000	29	
8½ x 11	8½ x 11	Variable	*6520	Fluorescent Green, 4 Vertical Back Scores	Stocked Item	250/1000	29	
8½ x 11	8½ x 11	Variable	*6521	Fluorescent Chartreuse, 4 Vertical Back Scores	Stocked Item	250/1000	29	
8½ x 11	8½ x 11	1	*6523	White Semi-Gloss Cover Up Label, Printed Gray on the Back, 4 Vertical Back Scores	Stocked Item	250/1000	30	
8½ x 11	8½ x 11	5165	1	6508	Bright White	Stocked Item	250/1000	25
8½ x 11	4½	5824	2	6516	Bright White CD/DVD	Stocked Item	250/1000	25
8½ x 11	8½ x 5½		2	6509	Bright White	Stocked Item	250/1000	25
8½ x 11	8 x 3½		3	6510	Bright White	Stocked Item	250/1000	25
8½ x 11	3 x 5		4	6506	Bright White	Stocked Item	250/1000	25
8½ x 11	4 x 5		4	6507	Bright White	Stocked Item	250/1000	25
8½ x 11	4 x 3⅓	5164	6	6504	Bright White BEST SELLER	Stocked Item	250/1000	25
8½ x 11	4 x 2½		8	6503	Bright White	Stocked Item	250/1000	25

*These products were designed for Offset or Letterpress printing. Four scores make the back liner easier to remove when cut to at least 1¼" wide.

LASER LABEL SHEETS

Sheet Sizes: 8½ x 11 • 8½ x 14 • 11 x 17 • 12 x 18 • 13 x 19

Continued

SHEET SIZE	LABEL SIZE	MS WORD LABELS TEMPLATE / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	AVAIL.	QUANTITY SHEETS BOX/CTN	M WGT.
8½ x 11	4 x 2	5163	10	6502 Bright White	Stocked Item	250/1000	25
8½ x 11	2½	5294	12	6525 Bright White Circles	Stocked Item	250/1000	25
8½ x 11	4 x 1½	5162	14	6501 Bright White	Stocked Item	250/1000	25
8½ x 11	4 x 1	5161	20	6512 Bright White	Stocked Item	250/1000	25
8½ x 11	2⅝ x 1	5160	30	6500 Bright White BEST SELLER	Stocked Item	250/1000	25
8½ x 11	2⅝ x 7⁄8		33	6513 Bright White	Stocked Item	250/1000	25
8½ x 11	1¾ x ½		80	6524 Bright White	Stocked Item	250/1000	25

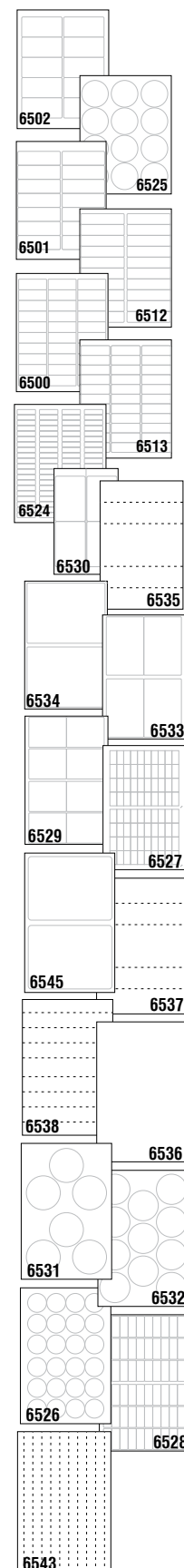
LARGE SIZE LASER LABEL SHEETS

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.

***Sold in full carton quantities only. Packs of 250 label sheets are enviro-wrapped within each carton. Enviro-wrap protects the label sheet and keeps the adhesive fresh which adds to the life of the product.**

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

SHEET SIZE	LABEL SIZE	LABELS / PRODUCT SHEET NO.	COLOR / DESCRIPTION	AVAIL.	QUANTITY SHEETS BOX/CTN	M WGT.
8½ x 14	4 x 6	4	6530 Bright White, Perf Down Middle of 14" Dimension	Stocked Item	*250/1000	29
11 x 17	11 x 17	1	6535 Bright White, 4 Back Scores	Stocked Item	*250/500	25
11 x 17	8 x 10⅜	2	6534 Bright White, 1 Face Slit	Stocked Item	*250/500	25
11 x 17	5 x 8	4	6533 Bright White	Stocked Item	*250/500	25
11 x 17	4 x 5	8	6529 Bright White	Stocked Item	*250/500	25
11 x 17	2⅝ x 1	60	6527 Bright White	Stocked Item	*250/500	25
11 x 17	7¼ x 10⅞	2	6545 Bright White	Stocked Item	*250/500	25
12 x 18	12 x 18	1	6537 White Semi-Gloss, 4 Back Scores	Stocked Item	*250/500	32
12 x 18	12 x 18	1	6538 White Semi-Gloss, 8 Back Scores	Stocked Item	*250/500	32
12 x 18	12 x 18	1	6536 White Semi-Gloss	Stocked Item	*250/500	32
12 x 18	4½	6	6531 White Semi-Gloss Circles	Stocked Item	*250/500	32
12 x 18	4	11	6532 White Semi-Gloss Circles	Stocked Item	*250/500	32
12 x 18	2½	24	6526 White Semi-Gloss Circles	Stocked Item	*250/500	32
12 x 18	2 x 1	80	6528 White Semi-Gloss	Stocked Item	*250/500	32
13 x 19	13 x 19	1	6543 White Semi-Gloss, 10 True Crack Back Scores	Stocked Item	*250/500	43



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.

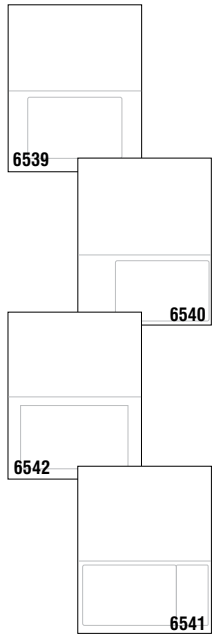
Here's why:

- 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.



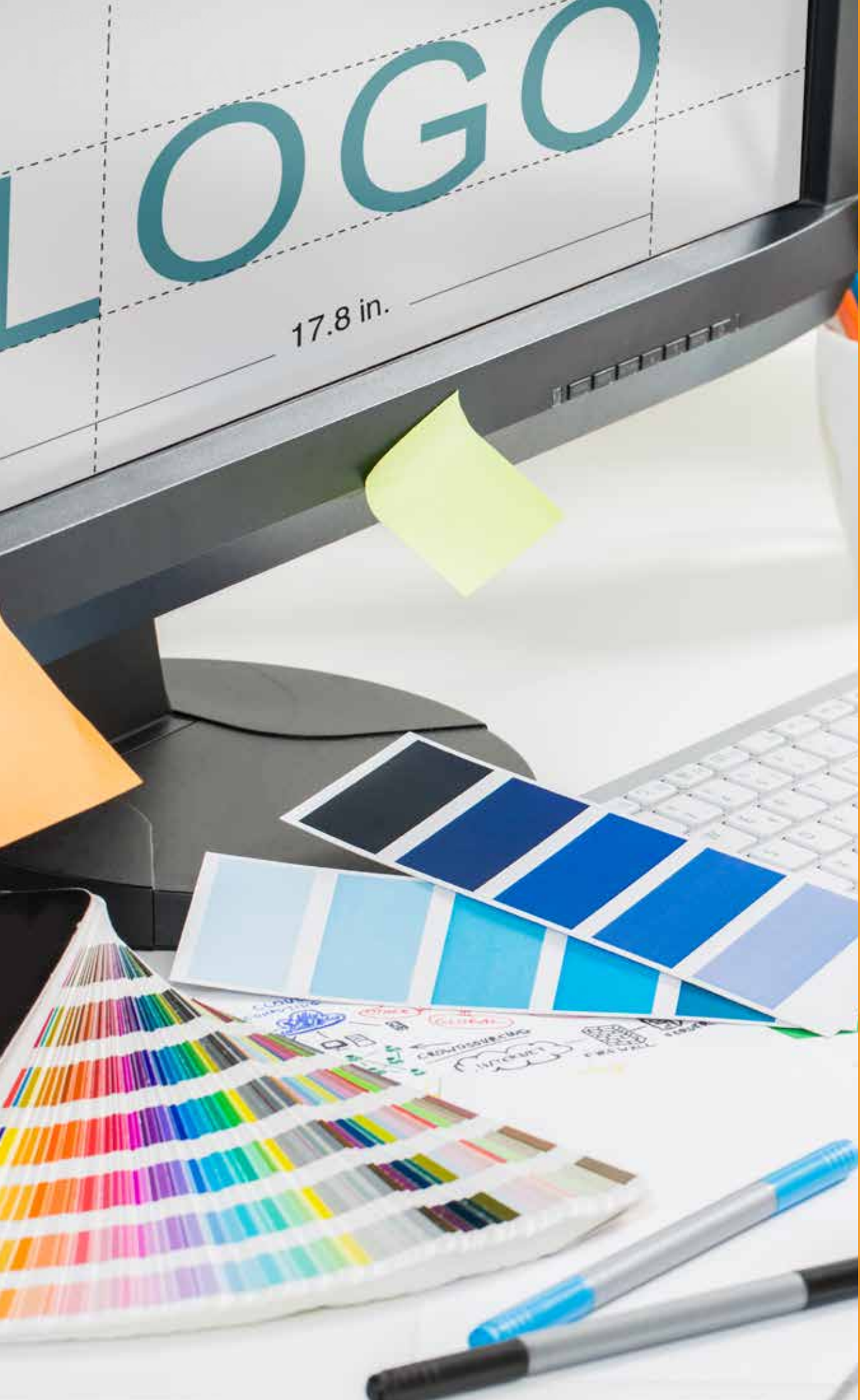
Priced per 1,000 sheets. Integrated labels feature both a form and a label in one sheet, creating an easier and more productive workflow. The full-width liner allows for easy, jam-free printing on most inkjet and laser machines.

***Sold in full carton quantities only. Packs of 250 are poly-bagged within carton.**

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

SHEET SIZE	LABEL SIZE	LABELS / SHEET	PRODUCT NO.	COLOR / DESCRIPTION	AVAIL.	QUANTITY SHEETS PACK/CTN	M WGT.
8½ x 11	6 x 4	1	6539	White, 6 x 4 Label, 1¼ left, 1¼ right, 7⁄8 bottom, Perforated 5⁄16 from bottom	Stocked Item	*250/1500	25
8½ x 11	6 x 4	1	6540	White, 6 x 4 Label, 1⁄8 right, ¼ bottom, Perforated 4⁄8 from bottom	Stocked Item	*250/1500	25
8½ x 11	7 x 4¼	1	6542	White, 7 x 4¼ PayPal Label, ¾ left, ¾ right, 1 bottom, Perforated 6 from bottom	Stocked Item	*250/1500	26
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, Perforated 4¾ from bottom	Stocked Item	*250/1500	25

We also offer integrated labels in a variety of custom configurations.



BROWSE
RESOURCES

5

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



Glow-In-The-Dark



Fluorescent



Thermochromatic

BROWSE RESOURCES

SPECIALTY CAPABILITIES

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 (for retail). To see information on label finishing options, see page 29.

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 30 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.

Another option: Some internet-based companies, including 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

BROWSE RESOURCES

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
White or Clear Film - Permanent Adhesive 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
Semi-Gloss Paper - Permanent Adhesive 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
Matte Litho Paper - Permanent Adhesive 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
Thermal Transfer Paper - Permanent Adhesive 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
Fluorescent Paper - Permanent Adhesive 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
White or Clear Matte Film - Permanent Adhesive 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
Semi-Gloss Paper - Removable Adhesive 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
White or Clear Film - Removable Adhesive 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	
White or Clear Polyester - Permanent Adhesive 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	
Blockout Semi-Gloss Paper - Permanent Adhesive 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	
Matte Silver Polyester - Permanent Adhesive Silver matte polyester with permanent adhesive	Industrial applications, furnace/water heater labels	150° -40°	Waterproof with lamination	Auto/Industrial/Chemical	
White or Clear Film - Ultra Removable Adhesive White or clear poly facestock with ultra removable adhesive	Activation labels/temporary decals	250° -20°	Waterproof with lamination	Sports & Recreation	

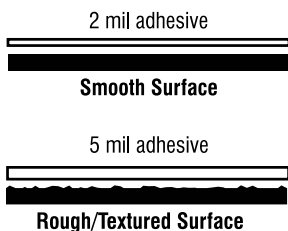
ADDITIONAL LABEL STOCKS		These additional label stocks meet a variety of requirements for different applications and uses, please contact us for pricing.			
STOCK	DESCRIPTION/COMMON USES				
Estate Stocks	Ideal for high end product, beverage and food labels.				
EDP Imprintable	Completely uncoated - 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.			
<ul style="list-style-type: none"> Gloss Varnish (UV)/Lamination Matte Varnish/Lamination Thermal Transfer Imprintable Varnish/Lamination Inkjet/Laser Imprintable Varnish 	<ul style="list-style-type: none"> Spot Varnishes Self-Laminating Embossed Cold Foil Transfer 	<ul style="list-style-type: none"> Textured Lamination Writable Varnish/Lamination 			

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

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.



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.

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

**SENDING FILES VIA ELECTRONIC TRANSFER
(PREFERRED)**

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

PROOFS

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

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.


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 

SENDING US YOUR FILES

Lable Artwork Guidelines

File Tyes Accepted



.pdf (*portable document format*)

We prefer PDF (with correct color separations) as our primary file type for submission. Embed all fonts or convert all type to outlines.

Secondary File Formats



Illustrator



InDesign

Artwork Considerations

- 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 or included with your document.
- Logos should be created as a vector graphic (outlined) to ensure the highest quality print result. Any logo containing text should not be rasterized and text should be outlined.
- Images should be a minimum of 300 dpi. This does not include any logos that contain text or obvious designs that should be submitted as smooth vector edges.
- In our work-flow, RGB images will be converted to CMYK. Any drastic change in color will be alerted during the proofing process.
- Text should be no smaller than 5 pt. Line weight should be at a minimum .5 pt.
- It is preferred that barcodes/QR codes are vector.
- Gradients and drop shadows may produce differently than on-screen appearance. We may alter any gradients that fall below a 3% screen value.
- Barcodes may be recreated to meet our printing standards and scanability.
- Bleeds should extend 1/16" past trim line. Any content too close to the cut line will be adjusted in approximately 1/16" to reduce danger of being trimmed.

You can upload files via our site: portal.wsec.com/upload/

Please make sure to note which Customer Service Representative the files should go to.

For in depth information please visit our website:

wsel.com/custom-products/label-guidelines/artwork-guidelines

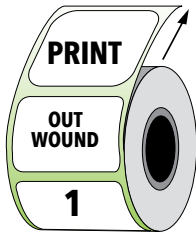
LABEL REWIND DIRECTION

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.

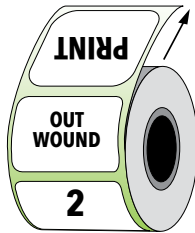
ROLL PACKAGING

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.

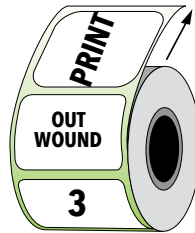
OUTWOUND (MOST COMMON)



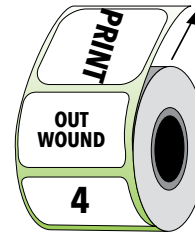
1
 Top of label
 off first



2
 Bottom of
 label off first

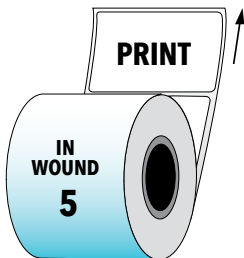


3
 Right side of
 label off first

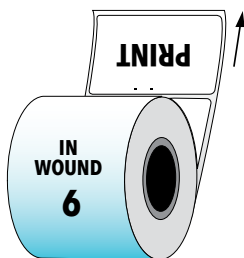


4
 Left side of
 label off first

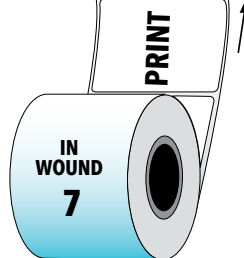
INWOUND



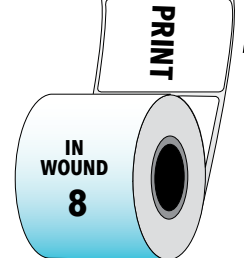
5
 Top of label
 off first



6
 Bottom of
 label off first

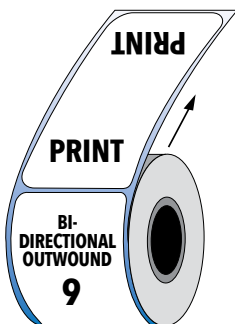


7
 Right side of
 label off first

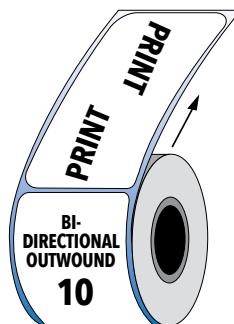


8
 Left side of
 label off first

BI-DIRECTIONAL OUTWOUND

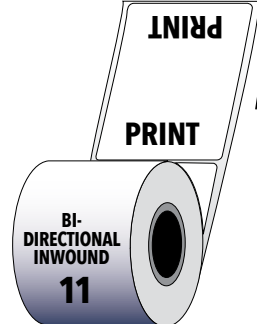


9
 Top or bottom
 off first



10
 Left or right
 off first

BI-DIRECTIONAL INWOUND



11
 Top or bottom
 off first



12
 Left or right
 off first

BARCODES

SYM-BOL	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	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 5 3 9 9 5	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 23.

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.
- Determine if labels are outwound or inwound and the corresponding rewind number (see chart on page 29).
- 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 30 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 its 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.

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.

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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F: 800-395-3944

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Walbridge, OH
43465-9765
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F: 800-695-3338

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861 Progress Way
Sun Prairie, WI
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