



Choosing The Right Solution

A Label Project Guide

Great Lakes Label

Complete Labeling Solutions

www.greatlakeslabel.com

Things To Consider

It's More Than *Just A Sticker*

There are a lot of variables to take into consideration when embarking on a new labeling project. Below is an assessment of what to consider in order to ensure your label will perform under the necessary conditions and achieve the best results.

Your Product:

What will your label adhere to?

- Glass
- Plastic
- Metal
- Aluminum
- Corrugated
- Other

What are the surface conditions of your product?

- Smooth
- Textured
- Flat
- Curved
- Clean
- Oily
- Other



***What type of environment will your label be exposed to?
Does the label need to permanent or removable?***

What are the environmental conditions?

- Sun exposure
- Water exposure
- Low/High Temperature performance
- Indoor/Outdoor use

Your Label

- Do you have a sample?
- Engineer drawing?
- Do you have artwork?
- If you have a sample do you need us to match it?
- What is the size of your label? Do you want the exact size?
- What is the type of material of your label?
- Is your label "booklet" or extended content label"?
- How will your label be applied?
- Does your label require bar codes (QR, MS)?
- Does your label have sequential numbering or variable data?

What are the parts of a label?

Release Liner – the label is attached to a liner; the liner usually has a silicone coating to allow easy removal of the label.

Adhesive – there are many different types of adhesives for just about any application – the most common label

adhesives are permanent, removable and all temperature. There are also many others, understanding the environment and use of the label will help us identify the correct adhesive for your application.

Face Stock- this is the actual label itself. There are many types of face materials. Materials will be chosen based on the application and environment that the label will be used.

Lamination or UV- Depending on where your label will be applied, you may opt for lamination or UV coating. Coatings or top coats increase your label's longevity and performance against elements such as heat or even harsh chemicals.

What is four color process printing? Flexographic four color process printing is a system where a color image is separated into four different color values; cyan, magenta, yellow and black. These four images are then transferred or burned into printing plates. Each color has its own plate. Once the ink transfers from the plate to the substrate the original color image is reproduced. A four color process gives your image a photo quality picture.

What label material can be ordered? There are hundreds of label materials. Usually, labels are made from paper, vinyl, polyester, polypropylene and polyethylene and other specialty materials.

What is the difference between paper and film? Paper typically has a shorter shelf life. Paper stock is also rigid and not pliable. In order to protect the label, paper labels should be laminated or varnished. Film typically has a longer shelf life and may withstand harsher environments. Film may also be laminated or varnished. Unlike paper, film is pliable.

Some Common Paper Stocks Include:

- Gloss
- Semi-Gloss
- Litho- Matte
- Thermal Transfer
- Direct Thermal
- Silver Lam Foils
- Gold Lam Foils
- Tag Stocks

Some Common Film Stocks Include:

- Polyolefin – pliable white and clear
- Polypropylenes – pliable white and clear
- Bopps – Rigid white and clear
- Metalized polypropylene
- Ultra Clear
- Polyesters
- Vinyl
- Thermal Transfer Films
- Direct Thermal Films

Label Project FAQs

What different adhesives can be ordered? There are many types of adhesives that can be ordered. Your label requirements will dictate what adhesive you will need. The most common adhesives are permanent, removable or all temperature.

Choosing the right adhesive is as important as choosing the right stock. Depending on your label's purpose you may want it to:

1. Stay on your product permanently
2. Be removable or readjustable
3. Be tamper evident
4. Dissolve
5. Resist moisture
6. Resist high or low temperatures
7. Adhere to fabrics
8. Adhere to corrugated or irregular surfaces
9. Adhere to glass
10. Be suitable for outdoor applications

Do I Need A "Direct Thermal" or "Thermal Transfer" Label? Whether you need direct thermal or thermal transfer depends on your label's application. Direct thermal does not require a ribbon while thermal transfer does.

Choose Direct Thermal If:

The life of your label will be less than 1 year
Your label will not be exposed to high temperatures
Your label will not be exposed to harsh environment conditions
You will not be printing with a ribbon

Choose Thermal Transfer If:

The life of your label will be more than 1 year
Your label will be exposed to continuous sunlight
You will be printing high density barcodes
You will be printing in a variety of colors other than black
Your label will be exposed to chemicals or abrasives
You will be printing with a ribbon



STILL HAVE QUESTIONS? NEED A QUOTE? HAVE A REQUEST?

Unsure of what material to use or what cut to use for your next labeling project? Email us at info@greatlakeslabel.com or give us a call at 616-647-9880.

How To Create An Effective Label

Creating an effective, well designed label for your product can be a daunting task. Luckily it doesn't have to be. Below are some factors to consider to ensure your next label project is a successful one.

1 Choose The Right Software

There are a lot of design software options to choose from. However, when it comes to creating a good graphic design, the best application is Adobe Illustrator.

2 Design It In Color

The color of your label can directly influence your consumer's buying decision. The product, container, and design of your label are all factors that should directly impact your color choice. Online tools like *ColorBlender* and *Adobe Kuler* are great tools that can assist you in choosing a color for your label.

3 Pick The Right Font

Your font choice is just as important as your label's design and color. It's imperative you choose the right font in order to convey the right message. Your label's font should be clear, easy to read, and creative enough to capture your consumer's attention.

4 Select The Right Material

The right label stock can effectively synchronize your label's message, design and color. It is important to make sure your label design is in line with your label material. There are thousands of label materials to choose from. Your sales representative can assist you with choosing the right stock.

5 Shape It

Draw attention to your label by using a custom shape. Custom shaped dies are available in almost any custom shape.

6 Finish It

Protect your label with a matte or glossy finish. The right finish can enhance your label's appeal as well as increase the shelf life of your label.

7 Make It Social

Take advantage of the prime real estate by adding social media information in addition to your company's contact info. Items like QR codes leading to a content enriched website or Facebook and Twitter information encourage communication between your product and the consumer, enhancing their experience with your brand.

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