

Title:

Leaflet-Label development

Word Count:

215

Summary:

A label company is investing in new technology to increase production of leaflet-labels. This investment programme, will increase production speeds, ensuring higher volumes are produced more cost effectively. A new fully integrated printing press will now produce both the label and leaflet in-line. The press incorporates a special die-cut facility which will offer a wide range of previously unavailable leaflet-label shapes including circular formats. The outer label can be produced in four colours whilst the inner leaflet can be printed in any number of colours. Both the label and leaflet are over laminated.

Keywords:

label printing,labels,manufacturing

Article Body:

A label company is investing in new technology to increase production of leaflet-labels. This investment programme, will increase production speeds, ensuring higher volumes are produced more cost effectively. A new fully integrated printing press will now produce both the label and leaflet in-line. The press incorporates a special die-cut facility which will offer a wide range of previously unavailable leaflet-label shapes including circular formats. The outer label can be produced in four colours whilst the inner leaflet can be printed in any number of colours. Both the label and leaflet are over laminated.

The leaflet-label combines both the advantages of a self-adhesive label and a consumer leaflet. It can be applied directly to the product or container using conventional label applicators. The leaflet becomes visible when a resealable tab is peeled back on the outer label so the leaflet remains with the product throughout its life. Alternatively, the leaflet-label can be totally removed without damaging the product's surface or integrity. The attached leaflet can be folded in a number of ways and it is possible for the leaflet to incorporate up to 16 pages in a fanfold style which can be a major benefit for product promotions. It can also benefit any product, such as pharmaceuticals, where additional information is needed to meet legislative requirements.