

## What are Booklet Labels?



**The term Booklet Label is the symbolic name for all label constructions designed to expand a product's copy space.**

The classic Booklet Label is comprised of a booklet or pamphlet that is married to a pressure sensitive label. There are many other names for Booklet Labels: Foldout Labels, Extended Content Labels, Expanded Content Labels, Expanded Labels, ECLs, Extended Text Labels, Multi-Panel Labels, Multi-PLY Labels, Label with Pages, and Multi-Page Labels to name a few. Don't be confused by all the terms. They essentially mean the same thing. Sometimes people use the term Booklet Label to mean it's a stapled booklet rather than a pamphlet that folds out.



# PALADINID

*Make Your Mark*

## How Are Booklet Labels Used?

- Multilingual labeling
- Instructions
- Ingredients
- Regulatory/legal information
- Hide non selling copy
- Reduce packaging/skus
- Coupons/Rebates

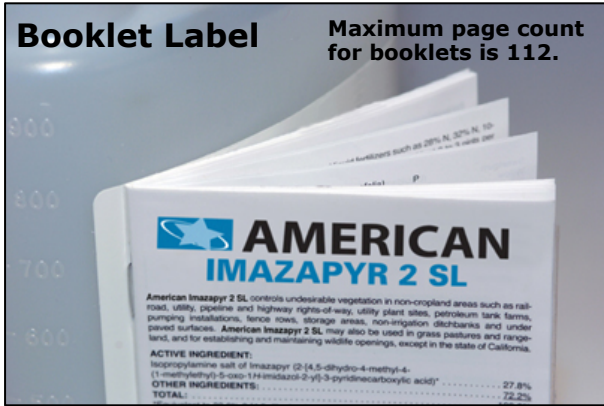


Make Your Mark

# Most Common Label Types

## Booklet Label

Maximum page count for booklets is 112.



## Foldout Label

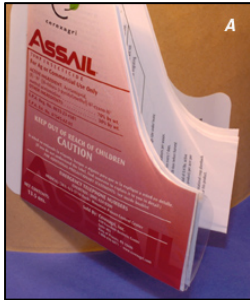
Pressure sensitive label underneath pamphlet can be printed.

Resealable feature

5/16" wing where lamination contacts pressure sensitive label. This holds the pamphlet onto the label.

Maximum unfold for pamphlets is 36"

Offset printed pamphlet is laminated to flexo printed pressure sensitive label.



Custom shaped booklets and foldouts to fit your container



Dry Release & Foldout Coupon Labels



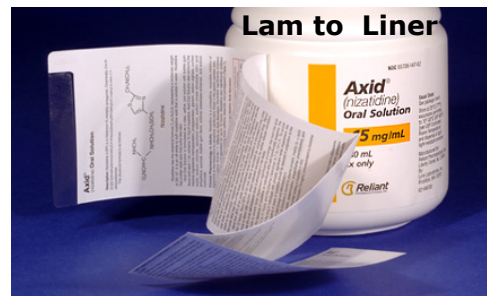
Opened Foldout Label

## Sidekick Label

Label Booklet



Sidekick Label – Joint Booklet and Prime label



Lam to Liner - Extended lamination to fit around severe curves



2 and 3 Ply Labels For DFU and Ingredients



**PALADINID**

*Make Your Mark*

## **Foldout and Booklet Specs**

- An offset printed booklet or pamphlet laminated (or glued) to a die cut pressure sensitive base label.
- The pamphlet or booklet can be printed with unlimited colors including 4 color process.
- The smallest booklet label is approximately .5" x 1.25" (3/4" folded pamphlet). The largest is 12" x 18"
- Glued or stapled spine for booklets.
- Maximum page count for booklets is 112. Maximum unfold for pamphlets is 36"
- The pressure sensitive base label is made of paper or film and can be printed up to 8 colors including 4 color process.
- Permanent, removable, and low temp adhesives available.
- Produced on rolls for manual or automatic application. 20" maximum outer roll diameter. 3" or 6" cores.
- One time opening or multiple open and resealable feature.
- Options- Bar coding, variable numbering, die cut tabs, back numbering, and piggy back labels.
- No minimum quantity.
- Lead time average: 10-15 days depending on complexity and options.

# GHS Labeling

## We have great GHS solutions for small containers! (and large ones if that is what you need)

### Here's how to start.

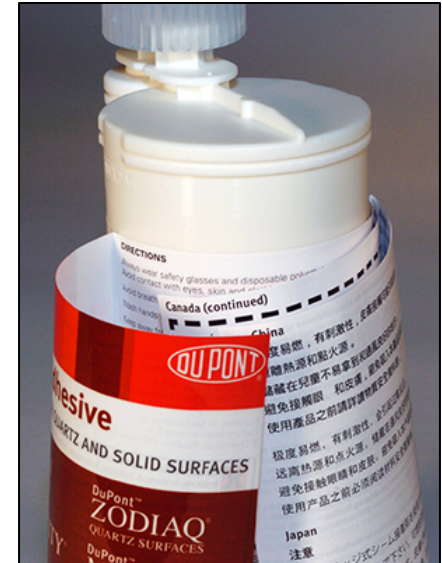
**Step 1.** Send us the containers that need GHS labeling, your text and any instructions. Send to:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

**Step 2.** When we get your package, we will let you know by email that we have it.

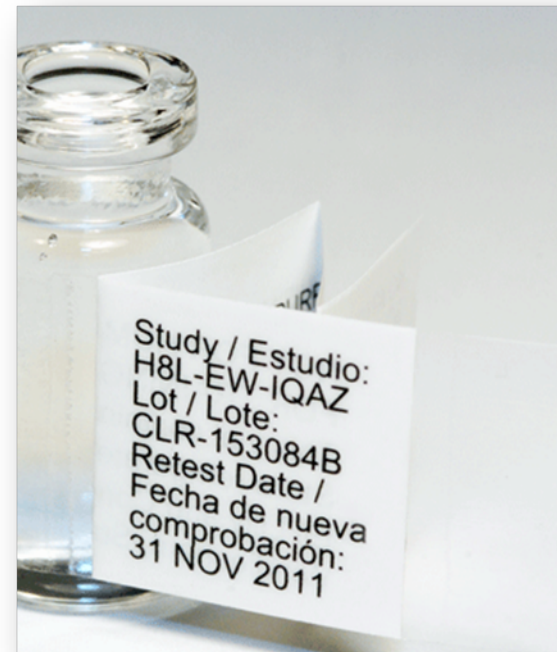
**Step 3.** We will analyze what you have sent us and come up with a plan. If we have questions, we will call or email you. There is **absolutely no cost or obligation** to you for our analysis.

**Step 4.** If you are satisfied with what we have come up with and happy with the quote we provided to produce the GHS booklet labels, we can have labels to you in 14 working days after receipt of approved artwork. It's that fast and simple. To be clear, artwork will have to be produced first. We can make a template for your design team to fill out or we can do the artwork manipulation for you.



## Tell Me More About The Product

- No minimum quantities
- Printed base label optional
- Re-sealable feature
- Printed sequential or random numbers inside or on cover
- Peel tab
- No max colors on booklet
- Max number of colors base- 8
- Poly and paper liners
- Recycled paper





## 27 Ways To Customize Your Booklet Labels



**1. Die cut "Peel Here" tab:** Makes it easier to open the booklet label.



**2. Printed base label:** If the booklet is removed, the base label keeps your product identified. "leave behind label"



**3. Over-laminate lying directly on the liner** (see arrow): This makes the booklet label easier to form around a curved surface.



**4. Variable coding:** You can add a unique 12-16 digit code to identify each booklet label.



**5. Irregular shaped booklet label:** Die cut both the shape of the label and the booklet to fit shaped containers.



**6. Map fold:** We can produce a booklet label with a right angle folded piece that opens like a "map".



**7. Booklets:** Customers like booklets because they feel they're easier to use.



**8. Foldouts:** Are less expensive than booklet labels.



**9. Clear base label:** Believe it or not there is a label on the box. When you don't want to cover up important information, use a clear base label.

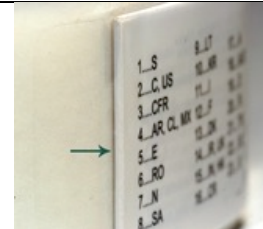
## 27 Ways To Customize Your Booklet Labels



**10. Small rolls:** We can produce as few as 25 booklet labels per roll for easy distribution.



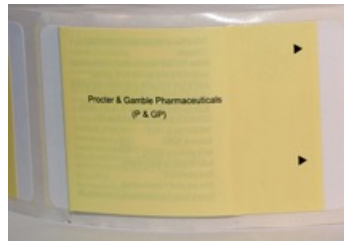
**11. Sheeted:** Designed for easy manual application and distribution.



**12. Glued spine:** Glued spine presents a cleaner look.



**13. Stapled:** Allows us to produce thicker booklet labels and create designs that carry printing through the spine.



**14. No over-laminate:** Traditionally booklet labels have a laminate. We glue it to the base so it doesn't need to be laminated.



**15. Leaflet glued to base label:** Some customers prefer having the leaflet glued to the base label as an extra measure to keep the leaflet from being removed.



**16. Encapsulate:** We can put a plastic sheet with a 4 side seal on your booklet label. Customers like this because it keeps the contents contamination free.



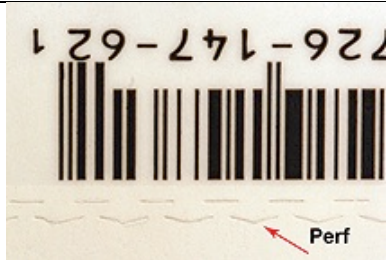
**17. Booklet to the side:** Create one large label with both a booklet label and main product label. Best solution for round containers.



**18. Coupon perf:** We use a perforation to make coupons easier to tear off.



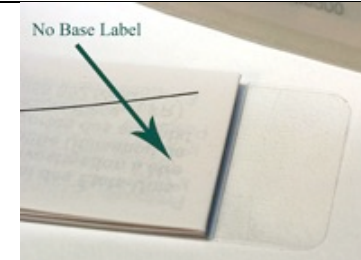
## 27 Ways To Customize Your Booklet Labels



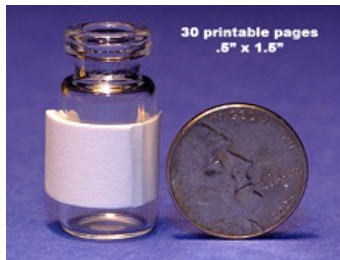
**19. Specialty perforation:** We make this perforation so that the laminate will break at the perf. This keeps any codes printed on the laminate from being torn off.



**20. Synthetic paper:** Turn your booklet label into a more durable label with synthetic paper - moisture resistant.



**21. No base label:** We laminate directly to the liner. This creates a construction that can be bent around a pencil.



**22. Very small booklet labels:** We can make very small booklet labels to fit the smallest containers. This one is .5" x 1.5" with 30 printable pages. We can make booklet labels smaller than 1" in both directions.



**23. Neck Hangers:** Sometimes, customers prefer having the information hang off the container. This 120 paged booklet was converted into a Data-Necker.



**24. Multi-ply Labels:** When customers need to add a little more information than their single ply label will handle, a 2 or 3 ply label often makes the most sense.



**25. Resealable adhesive strip:** In this method, we apply a low tack adhesive strip. We combine it with gluing the booklet to the base label to create a construction that doesn't need an over-laminate.



**26. Multiple Inserts:** If you don't want to combine all the information into one booklet, you can offer multiple independent printed pieces.



**27. Combine give-aways with booklet labels:** We combined a hang tag with a pet supplement give-away. There are infinite ways to combine widgets with booklet labels to add value to your products.

# Label Production



Press Room



Onserted Label



Press Room



Security Cages



Die Library



Onserting Process



Vision System



Quality Control



## Questions About the Project

- What is the project for? (Pharma, Chemical, Promotional, other)
- What is the booklet label going on? (bottle, box, bag, other)
- What is the surface material? (plastic, glass, metal, other)
- Is the surface textured or smooth?
- Will the booklet label be applied to a round, square or flat surface?
- What is the application temperature? (room temp, refrigerated, freezing, cryogenic freeze)
- If a liquid, what is the temperature of the liquid during filling?
- What is the maximum/minimum temperatures that the booklet label is going to exist in?
- Is there a booklet label construction on our product's section that inspired you?
- When do you need Booklet Labels in house?



## What About Specs?

- Quantities? How many versions?
- Do the booklet labels have to be automatically applied?  
If yes, what is the application unwind number?
- What is the size of the booklet label? Measure north and south and then east and west (Height x Width). We call this measurement the "die strike".
- Do you want a foldout or a booklet? If a booklet, is it stapled or glued?
- How many printed pages? If you provide us with the copy, we can estimate how much space it will take.
- How many printed colors? (Cover- Inside pages-On the base label)
- Is the base label film or paper?
- Permanent or removable adhesive?
- Maximum outer diameter size of the roll?
- 3" or 6" cores?
- Do they need the booklet label to be re-sealable?
- Does it need a tab?
- Is there a special code that needs to be printed or do you need to have it receptive to code printing? (Barcodes-Consecutive numbering-Variable numbering)
- Is a special liner needed such as poly?
- If manually applied, do you need small rolls or sheeted?



**PALADINID**

*Make Your Mark*

## What About Artwork?

- Illustrator, Indesign, PDFX
- We can supply mock-ups
- We can supply a template
- Typically, we send a template and the customer inserts the artwork



## What Are the Lead Times?

- Production - 10-15 working days post art approval - depending on how sophisticated a project or quantities.
- Quotes- 24-48 hours. Next day typical.