Special Report!

PALADIN ID

Make Your Mark

How to Choose a Label Supplier

Label Logistics

How to Choose the Right Label Supplier for Your Business

Labels help people!

Labels help consumers choose products wisely and use them safely. They help companies move products from manufacturing to consumer use, clearly distinguishing their brands.

This special report provides information to help you choose the ideal label supplier for your company. We developed this report because prospects were asking many of the same questions over and over, struggling to find the correct solutions to their labeling problems. We decided if so many people in our circles had these questions, then others must be struggling to find the right answers as well. This report will assist new and experienced operations personnel tasked with labeling projects.

Labels are micro-manufactured, customized product components.

Many companies do not understand the importance of the labels used on their products. Whether you are making heart pumps, medicine, consumer products or auto parts, labels are a key component for proper product identification in all phases of production, marketing and distribution. If the label fails to perform properly (i.e., it does not print clearly, adhere correctly or get applied properly), your manufacturing and distribution process will be compromised. A label supplier must work with manufacturing engineers to develop and continually improve high-performance labeling applications. They must resolve issues in the field so clients avoid downtime and increase production output and efficiency.

Labels are often the last but one of the most important components in any finished product. Nothing ships without proper label identification.

Why this Report is Important to Your Business

Virtually all products require labels for brand identification, and, in most cases, exact product specification. Label materials, adhesives, ink transfer and abrasion resistance and printer setup are some of the factors that must be carefully integrated into the labeling process. Compatibility among these factors is crucial. Issues with label quality, printing or application will result in lost revenues due to the interruption of manufacturing and distribution processes.

Label Procurement

There are two types of label suppliers, those who deal in pre-printed static labels and those who deal with variable data labels. Pre-printed labels are printed at the vendor site and shipped to the customer for offline application. Variable data labels are run through an on-site label printer at the customer's place of business. Each of these label technologies is vastly different in their production characteristics. Labeling problems commonly occur at the point where pre-printed labels meet with required on-site variable printing. We have found a void in the marketplace where one label supplier can effectively handle both pre-printed and variable data label applications with a clear understanding of each technology.

What is a Labelogist and why it is important to know one?

We coined the terms "Labelogy" and "Labelogist" because the complexities of the label industry require experts devoted to the study and improvement of label identification processes. The introduction of "Labelogy" establishes a specialized field of expertise where one is increasingly needed.

> **Labelogy**: The science of brand marking, accurate product identification and efficient distribution through labeling system integration.

> **Labelologist**: An expert in all aspects of Labelogy and its business applications.

With hundreds of face stocks and adhesives to choose from, it became apparent that in order to get our customers the right label materials, we had to become experts in the field of Labelogy. A Labelogist designs identification systems for optimal use of pre-printed labels, variable data labels printed with thermal transfer, direct thermal, inkjet or laser printer and automatic label application (label applicator).

Where to Start

Define your project. The first thing we ask clients to do is define their project or need. The following set of questions will help you develop your label supply strategy:

- What is the label's purpose?
- How sharp must the resolution be?
- Does it need a bar code?
- Does it need a serial number or other individual marker?
- What is the service life of the label?
- Does it have to be removable or permanent?

- What is the application and service temperature range?

  - Room temperature?

  - Oven or freezer?

  - Wind, water, ice, heat and UV resistant?

- Are your labels pre-printed or do they run through a thermal transfer or other printer?

- How are the labels applied to the product or package?

- What are your volume requirements?

- How scalable does the label solution need to be?

- What about systems integration and software compatibility?

It is important to define your label's value priority. Are your labels products themselves? Do you want the least expensive label sufficient for your needs or does the label offer some other benefits like multi-color, special effect graphics or added durability? Ask yourself what is more important, cost or price? The price is what you pay upfront. The cost becomes evident when problems arise. It is what you deal with every day your label is being used.

Label Fable

"The finest bourbon with a lousy label is passed by for the one with Maker's Mark.*"*

In a sea of competing high quality products, branding is everything! The companies with the best brand strategies that include excellent package labeling will enjoy watching their products fly off retail shelves as the worthy competition with poor quality labeling deals with returns or sluggish sales.

Manufacturers and marketers who invest appropriately in well designed product labeling, bar code and RFID systems have several competitive advantages:

- Superior product image quality

- Cleaner, more attractive packaging

- Accelerated manufacturing processes and reduced downtime

- More efficient distribution

The Top 5 - Tips, Tricks & Tactics

Here are the TOP 5 things any company using labels can do right now to reduce costs and improve operations.

1. Use non-branded or generic supplies.

2. Place blanket orders. Commit to an overall quantity in a given time span, typically 6 months, and pay for the items when they ship. You get quantity discounts without stocking excessive inventory.

3. Inquire about new products on the market that would satisfy your needs and be more cost effective. This question is rarely asked and could significantly reduce costs.

4. Multiple locations? Make sure your label supplier has different locations to reduce shipping costs.

5. A bird's eye view. Your label supplier should have a bird's eye view of your entire project and provide labeling recommendations for today as well as tomorrow.

Thank you for reading through this report!

For more information, please visit **www.paladinid.com** or give us a call at 888.972.5234. We would be glad to personally answer any questions you may have.

About PaladinID

We develop and support high-performance bar code labeling applications. We work with you to "Make Your Mark" by providing the expertise and tools necessary to design and implement high quality, efficient and cost-effective labeling solutions. From concept to finished product, we are industry leaders and use only trusted quality products. We help our customers solve labeling and identification challenges to assure accuracy, increase productivity, enhance brand image and keep their products moving – to all the right places.

More resources:

- Custom thermal transfer labels
- Stock thermal transfer labels
- Thermal transfer ribbons
- Flexible packaging
- Flexible packaging ribbons
- Custom inkjet labels
- Stock inkjet labels
- Custom direct thermal labels
- Stock direct thermal labels
- RevealPrint custom labels
- Zebra label printers
- Bar code labeling software
- Cannabis product labeling
- Replacement printheads
- Desktop label applicator
- Integrated label forms
- Warehouse labels