

Roll Labels – Guidance

The Roll Label market is commonly divided into two main categories:



1. Primary Labels.
2. Secondary Labels.

Primary Labels are generally promotional, and are usually designed to enhance the clients product, and raise it's appearance in a memorable and attractive way, these are usually custom designed and produced in accordance with detailed marketing specifications, house style etc.

Secondary Labels are considered to be information providing, such as Bar Codes, Instructions for use or safety, Sequential numbering or security data. Secondary labels often require an element of Variable Print and this is normally achieved by way of Direct Thermal or Thermal Transfer technology, however Ink-Jet or Xerography can also be employed.

Variable Data we are in a position to include variable data on primary or secondary labels, and drive this data via our database software directly to the printing machine.

Before taking orders to produce labels, some product information is needed, in order to avoid disappointing results. Some basic questions should be asked:

Question

Consideration

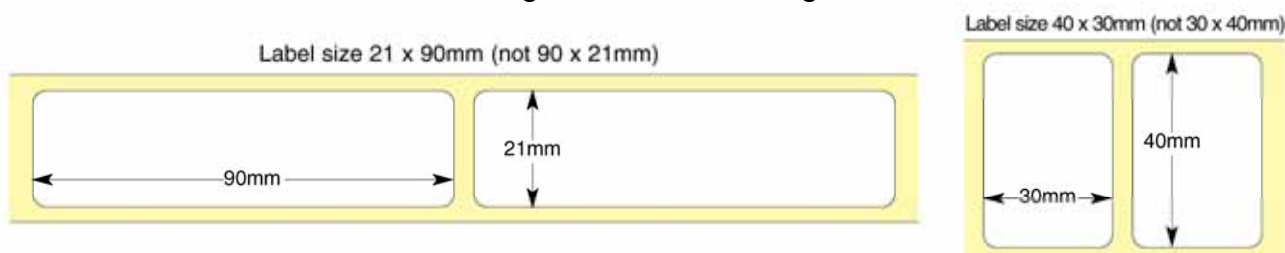
1. What material is required for the label? - *Is chosen material suitable*
2. How many colours are required? - *Primary consideration - economy or quality*
3. Upon what surface will the label be adhered? - *Will adhesion be adequate*
4. Should the adhesive be permanent or temporary? - *Choose adhesive type*
5. Will the label be subjected to damp, or even immersion in water? - *Special materials*
6. Will the label be subjected to harsh treatment, abrasion etc. - *Consider laminating*
7. Will products be frozen or refrigerated? - *Freezer grade adhesive needed*
8. Will the labels be adhered to clothing? - *Special clothes friendly adhesive is needed*

Pressure Sensitive Labels and alternatives

The term **pressure sensitive labels**, is the technical name given to **self-adhesive labels** this includes the great majority of labels produced on roll. And includes all of **our** on roll labels. Less common alternatives to this are **wet labels** (*typically the type of labels on cheap tins of peas*), these have the adhesive added at a later stage, and **in-mould labels**, which are a special product used to provide text and image detail inside plastic mouldings. We do not currently offer either of these types of label.

Roll Label Size Definition *length or width first?*

When a roll label size is described the first number used is the width of the label across the web, and the second number is the length of the label along the web.



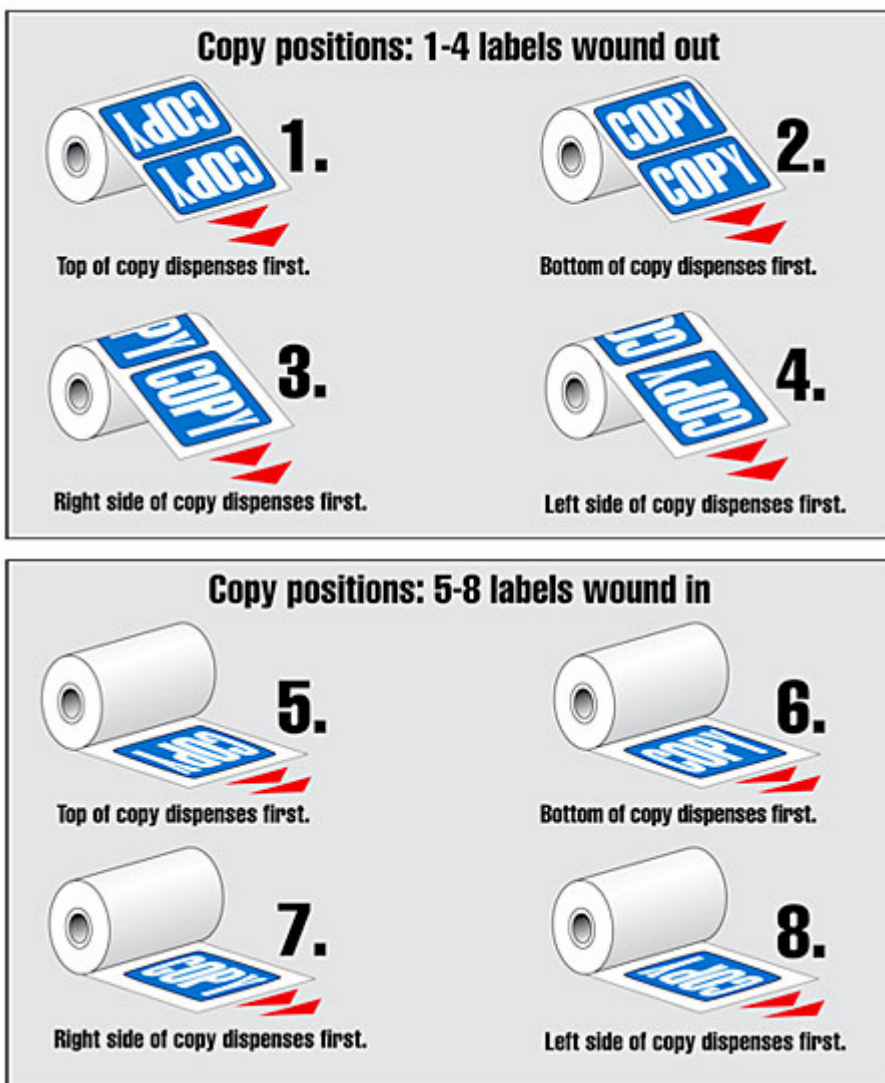
Leading Edge - NEL or WEL

The first edge of the label from the web is called the leading edge, and, depending on which way round the label is oriented, the leading edge is either wide or narrow. Thus in the first example the label is described as **NEL** or narrow edge leading. In the second example the label is described as **WEL** or wide edge leading. These terms are universally applied in the roll label market

Label Rewinding Positions

When labels are rewound, prior to delivery to the client, there are eight standard positions in which the labels can be wound. Please see the chart, this illustrates exactly which way around the label will be orientated when it comes of the roll. This is vitally important. Since in many instances it cannot be corrected after delivery. If machine applied, only one position can be correct. Please note: these positions 1-8 are an industry agreed standard.

Label Copy Position Chart



Labels can be wound onto a reel in any of **8** directions, depending first, whether the label is wound inside the reel or exposed and wound outside the reel. The eight different winding directions are described as positions, and each of the possible positions is given a number **1-8**. These position numbers are almost universally used throughout the roll label industry. It is extremely important to correctly define the winding position at the outset of a job, since it is often impossible to alter after production. And, when it can be corrected, this can only be done by hand. Which is very labour intensive.

Barcodes

There are many different types of barcode in use today, and we have the facility to create and print virtually all of them.

If a client has acquired authority to issue the barcode number or numbers, required upon his products, and knows the type of barcode required, and the market in which they will be employed (UK or USA etc), then we can produce the barcode labels from this information alone.

If the client is not in a position to issue his numbers at this stage, he will need to register with GS1 to obtain the authority and registration details for his barcodes. Details follow:

The issuing authority for retail barcodes used in the UK is known as GS1 contact details are:

GS1 UK

Staple Court

11 Staples Inn Buildings

London WC21V 7QH

Tel 020 7092 3500

Fax 020 7681 2290

<http://www.gs1uk.org>

Common Types of Barcodes

Most common types of barcode:

EAN 8

EAN 13

UPC A

UPC E

ISBN

ISSN

ITF

Code 128

Type 39

Pharmacode

Codabar

2D Data Matrix

labelsondemand-worldwide.com

Can produce all these types of barcodes in house.

If the client has registered as a barcode user, and is able to generate his/her own chosen numbers, we can, from there generate the entire artwork and produce barcodes in specification for all of these supported standards.

Very high security developments are now available. Including the use of RFID (Radio frequency identification systems). These consist of barcodes with miniature radio transmitting chips built in. These tiny devices send out a signal in response to scanning. This provides very high security, and a great deal of information can be stored. In addition the chip need not be individually scanned. Since a container full of them would yield results for every one of them at a single pass. We cannot currently produce these specialist items, but plan to do so in due course. And, can give advice to clients needing this service.

Most barcodes in the UK are printed in black and white only. Some colours are too pale, and would not provide a clear reading. We can provide guidance regarding special colours. In practice, barcodes should be physically scanned to test their reliability.

We are able to print and supply barcode labels both in black and white, and also printed in full colour, indeed, we have special facilities to do so.

Full Colour Barcode Labels

Clients can now have full colour barcode labels, produced both quickly and economically! Sounds unlikely? Well not anymore.

Labelsondemand-worldwide.com has been created specifically to resolve such tricky supply problems. Over the last 35 years, we have all grown used to the utilitarian black and white barcode. They adorn every product from superstore to corner store. And, they are extremely efficient.

But a few specialist users, such as pharmaceutical and security companies have always presented their products with full colour barcodes. For decades this has been a luxury denied to the average print user.



Please see examples of different types of barcodes:

To identify types of barcodes that have been printed it is sometimes helpful to count up the number of digits employed. For example a 13 digit barcode is always an EAN 13 barcode, similarly a 12 digit barcode is a UPC-A barcode

Now full colour barcodes are becoming increasingly specified. Either where the barcode itself, needs to represent all the colours printed on the pack. Or, because in addition to coded information, the pack needs to be colourful and attractive for marketing reasons. It is not always desirable to have both primary and secondary labels on a product.

Colour barcode labels, or colour labels including barcodes are one of our major specialities. We create and supply full colour barcodes digitally on demand.

Client Benefits:

- No film costs
- No plate costs
- No delays
- No penalty for small quantities
- No costs for film or plates
- No minimum order
- No stockholding
- No storage costs
- No risk of obsolete labels being used

Best of all

- Bright sharp full colour
- Remarkably low cost

Labelsondemand-worldwide.com

Our costs are dramatically lower than for conventional printing processes. So, the charges our customers enjoy are considerably lower too, especially for smaller quantities, which can otherwise be prohibitively expensive.