

tabbies®
Custom Label
Products Guide



Look What **tabbies**[®] Can Do For You?

When it comes to selling your product, one of the most influential factors in the consumer's mind when making a purchase decision is packaging. ***Does the way you package your product line make the lasting and decision-influencing impression you intend it to?*** How do you ensure your products stand out in the marketplace?

tabbies[®] has

been printing and converting high quality labels and films for packaging

Let tabbies[®] lend our years of expertise to your company's label or packaging needs.

and industrial products since 1985. We stock a wide variety of materials, dies and adhesives providing paper and film solutions that help you and your customers create compelling graphics that project strong shelf presence, increase brand recognition and capture the consumer's attention. ***Let us lend our years of expertise to your company's label or packaging needs.***



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Why Great Packaging Matters



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Why Great Packaging Matters.

The way in which you package your products plays a vital role in and among many things, defining the voice of your product's message, creating the shelf impact of your products and establishing, reinforcing and maintaining your brand identity.

Consumers today are more savvy than ever when it comes to purchasing decisions. Often, the reason one product is chosen over another, comes down to much more than the quality of product inside the box. Rather, today's shopper is influenced by a number of factors often overlooked by most product companies.

Below is a list of just a few of the factors found to motivate and persuade shoppers into purchasing one item over another in a sea of seemingly endless options:

Attractive Appearance – How does your packaging stand out compared to others on the shelf? Is your label projecting the value and quality reflective of what's inside the box?

Design, Shape & Color – Is the shape and colors of your packaging helping your product stand out?

Function – Are the features of your label and packaging (size, opacity, protection, eco-friendliness, etc.) appropriate to the product inside?

Innovation – What makes your label and packaging unique?

Efficient Communication – Sometimes less is more. Does your packaging communicate clearly and concisely without being unnecessarily wordy?

Multi-Sensory Appeal – Does your packaging engage multiple senses?

Perceived Value – Does your label and packaging accurately reflect and raise the value of your product in the consumer's mind?

Examples of some popular label types & styles.

Below is just a small sample of the vast assortment of label solutions **tabbies®** can produce for you. From simple, laser-sheeted shelf-talkers to full-color, die-cut premium labels in any shape or size! Call today for a detailed quote on your next label project!

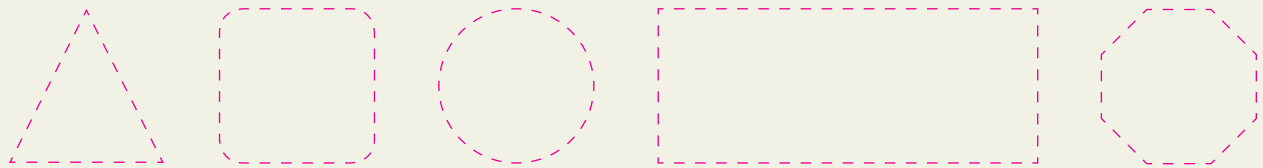


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Make Your Labels Pop... In 4 Easy Steps.

1. Select the Label Size & Shape

Choose from our library of stock shapes, or provide your own custom shape. Our library of existing dies will most-likely provide the perfect size and shape to fit your label needs. However, if you can't find what you need or want something different or unique, we can always create just what your looking for.



2. Select Your Stock Material

tabbies® offers numerous label materials and colors are available for you to choose from. Like our die library, we are confident you will find just the right material to produce the results you're looking for. Specialty materials can always be sourced as well for your custom application.

3. Select Your Ink Colors

tabbies® provides standard colors to choose from as well as the ability to create a custom palette for your label needs with the Pantone Matching System® (PMS) or 4-color process printing.



** The colors shown above are for representational purposes only. Actual Colors may vary.*

4. Send Your Artwork to Our In-house Design Department.

tabbies® supports most major graphic formats and recommends Adobe® Illustrator, inDesign and press-quality Acrobat PDF, or high-resolution (300DPI at 100%) Jpeg, Tiff or EPS files for 4-color process labels.



Print Your Next Custom Label Job with tabbies®.

tabbies® has the experience, expertise and equipment to handle all your custom label printing needs. We offer and stock a variety of materials, dies and adhesives to choose from and we have been successfully serving the needs of our customers across a wide range of products and industries for almost three decades. Below is just a sampling of the industries we've had the pleasure of serving over the years:

Retail Labels

- Counter Mats
- Garment Labels
- POS
- Shelf Talkers & Shelf Tape
- Static Cling

Packaging Labels

- Corrugated Labels
- Coffee Cups
- Dairy & Water Caps
- Tamper Evident
- Flexible Packaging

Personal Care Labels

- Moisturizers
- Lotions
- Shampoos
- Sea Salts
- Conditioners

Manufacturing Labels

- Durable Goods
- Safety Cans
- Industrial Tools
- Oral Bonding Products
-  Qualified Labels

Laser / Inkjet Label Sheets

- Mailings
- Announcements
- Shelf-talkers
- Tracking/Recalling documents
- Pricing Labels

Agricultural Chemical Labels

- Weed Prevention
- Pesticides
- Insect Repellent
- Lawn & Garden
- Drum Labels

Food & Beverage Labels

- Micro Brew
- Beef Jerky
- Coffee & Tea
- Energy Drinks
- Food & Herb

Materials We Offer

- | | | |
|-------------------------------------|--|-----------------------------|
| • Copier / Laser Printer Substrates | • Security / Heat / Cold Reactive Mtl. | • Instant Redeemable Coupon |
| • Films | • Plastics | • Tyvek® |
| • Coupon Construction | • Paper | • Label Stock |
| • Index Paper | • Shelf Talkers | • Tag |



tabbies® is a UL Certified Printer

Did You Know?

tabbies® has worked on packaging solutions with well-known national brands as: **McDonalds, Burger King, Pier1 Imports, Baxter, Cardinal Health Care, Miracle-Gro, Walgreens, Best Buy & Costco-Kirkland** just to name a few.

Your Trusted Source for Custom Label Printing

tabbies® is a family-owned and operated business with almost 60 years of industry experience and leadership. Let us put that experience to use on your next label or packaging project. You'll quickly come to rely on our superior quality and customer service and, most-importantly, you'll see the difference great packaging can make for your business!



Visit **tabbies.com** or
Call 1-800-tabbies
today to get started!

Did you know **tabbies®** also offers Integrated Label Forms?

Why use *Integrated Label Forms* in your business?

- **Improve Accuracy**
Combining multiple documents types into one.
- **Increase Efficiency**
Reduce the number of steps required in your tasks.
- **Reduce Costs**
Eliminate need for multiple media, printers & equipment.

Call us today to speak with a customer service representative for more info!

