

Warehouse & Distribution



Blank Labels



Retail Packaging



Personal Care

# tabbies® Custom Label & Print Guide

Agricultural & Chemical



Healthcare



Food & Beverage



Custom Labels  
Any Size or Shape!

Manufacturing & Packaging



- ◆ Durable Labels
- ◆ Reflective Labels
- ◆ Peel & Reveal Labels
- ◆ Security Labels
- ◆ Laser/Inkjet Labels
- ◆ Ultra-Removable Labels
- ◆ Direct Thermal & Thermal Transfer Labels
- ◆ Integrated Labels Forms (ILF)
- ◆ Much more...

# Look What **tabbies**<sup>®</sup> 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?*** How do you ensure your products stand out in the marketplace?

We have been printing and converting high quality labels and films for packaging

***Let tabbies<sup>®</sup> lend our years of expertise to your company's label and 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.***



4  
Why Great  
Packaging Matters



5



## Custom Label & Print Guide

- CONTENTS**
- 4 Why Great Packaging Matters
  - 5 Custom Label Samples
  - 6 How to create a great label
  - 7 Custom Label Capabilities
  - 8 Integrated Label Forms

Visit Us Online at [www.tabbiescustomlabels.com](http://www.tabbiescustomlabels.com)



# 4

## 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?

**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?

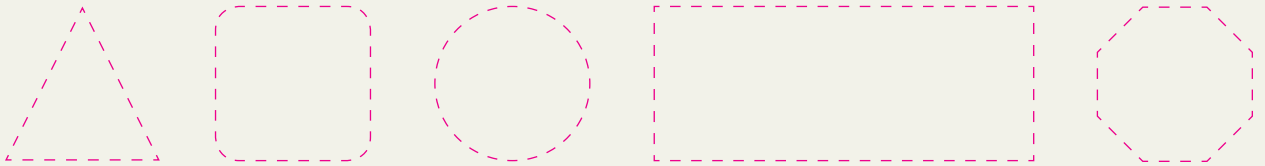


# 6

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

## 1. Select Your Label's Size & Shape

Choose from our extensive library of over 2,000-plus 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® offer a wide range of label materials to choose from. Whether it be paper, polyester, vinyl, static cling, tamper evident materials or other synthetic materials, we are confident you will find the right material to produce the results you are looking for. We also offer specialty materials that can be tailored to fit your custom applications.

## 3. Select Your Ink Colors

tabbies® provide 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.



Our inks are water based and are not opaque (**EXAMPLE:** blue ink on yellow fluorescent stock will appear green.) For an additional cost, we have UV white opaque capabilities. Call for details.

## 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
- Films
- Coupon Construction
- Index Paper
- Security / Heat / Cold Reactive Mtl.
- Plastics
- Paper
- Shelf Talkers
- Instant Redeemable Coupon
- Tyvek®
- Label Stock
- 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 since 1955. Let us put that industry experience and leadership 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 [www.tabbiescustomlabels.com](http://www.tabbiescustomlabels.com) or Call 1-800-tabbies today to get started!

**tabbies®**

## Did you know we also offer Integrated Label Forms?

Why use *Integrated Label Forms* in your business?

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

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TSA	1	852887	WINE KIT	64.99	59.24
7PA	2	853358	PRODUCTION ACCESSORIES	99.99	89.37

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