Article published on April 24th 2012 | Business

If you were a customer, would you buy a product that has glossy and nice labeling, or one whose label is mediocre, faded, and filled with printing errors? You would probably choose the latter, wouldnâ€™t you? The design and execution of any product label will reflect on the quality of the product, and as such, there can be no compromises when it comes to label quality.

Competitive businesses worldwide rely on high-quality custom made labels to promote and differentiate their products as well as to get their message across to consumers effectively. Such is their scope that they can make or unmake a brand overnight. Whatever industry a business belongs to, it pays to ensure proper attention to the label printing process. Here are some things you have to consider when getting custom made labels printed.

First, aim for accuracy and ensure the text displayed on your custom made labels is spelled correctly, follows the rules of grammar, and conveys accurate information. Any misspelled, misleading, or grammatically incorrect copy will only create a bad impression of your brand since consumers are likely to misconstrue it as indifference toward product quality and customer satisfaction. In short, proofread everything before approving your final label design.

Next, avoid information overload. Use short, concise, and effective words rather than flowery prose to make your message more effective and precise. This way, consumers donâ€™t get distracted and their time doesnâ€™t get wasted on something they could not understand. Practice discernment and strive to make your label as clear and as concise as possible.

Consider whether a minimalist palette or a full-color label would be in keeping with your brand identity. For instance, colorful labels with popular cartoon characters make for exciting visuals if youâ€™re marketing a product for kids. Meanwhile, two-tone or black and white custom labels would probably work best if youâ€™re promoting a luxury product for adult consumers.

Finally, avoid relying on written content alone. People say that a photo speaks a thousand words, and this mostly applies to custom labels as well. Add some relevant clipart, graphics, images, fun letterings, backgrounds, vectors, and the like. Make your label as informative and eye catching as possible to let the product stand out from the rest when displayed on store shelves.

In todayâ€™s image-conscious and consumer-driven marketplaces, the packaging and labeling matter as much as the products being sold. This is why businesses everywhere cannot afford to underestimate the value of custom labeling. For more information on custom labels, visit business.com/sales-and-marketing/label-printing.

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Article Keywords:

custom labels

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