Things to Know About Product Labels by Robert Wilk

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Product labels carry critical information that covers all aspects of storage, directions for use and handling of the product. Almost all the industries use labels for increasing their brand image, for permanent product identification, for instructions and information. Different industries use different types of labels, based on their products and purpose. For example automobile engine manufacturing industries use oil and heat resistant labels in order to make them secure for many years. Similarly, a frozen food packaging industry will use water proof product labels. Therefore, it is very important to know what types of labels are more suitable for your products to ensure that the labels you use have the ability to withstand difficult conditions and last longer.

Label Applications:

The appearance of your product labels is very important in reminding your customers about your company and your products. Label manufactures take into account an important factor, that is, the adherence of labels to variety of surfaces such as plastic, glass, steel, aluminum, fiber, corrugated etc. Ideally, labels must be designed to serve practical purposes for specific application. Product labels can be used for the following applications

â€¢ Bar codes

â€¢ Contents

â€¢ Inventory control

â€¢ Pricing

â€¢ Product identification

â€¢ Promotions

â€¢ Property management

â€¢ Pharmaceutical

â€¢ Rating plates

â€¢ Shipment addressing

â€¢ Work-in-process

Different Types of Product Labels:

The variety of labels is as large as the variety of products that are available in the open market today. Reputed online label manufacturing companies offer large variety of high quality labels that can be used for various applications. The four main categories of product labels are

â€¢ Prime labels

â€¢ Stock labels

â€¢ Varied imprint labels

â€¢ RFID labels

All these categories of product labels are produced using state-of-the-art technology, giving you an exceptional photographic quality. You can choose labels in variety of colors, construction, shapes, designs, adhesives, etc. Prime labels are designed to withstand extreme climatic conditions. Variable imprint labels are the most versatile category of labels and are available in three varieties; gloss, matte and uncoated.

Benefits of Product Labels:

Labels are commonly used among all types of industries and for various applications. High quality product labels with a good design offers the following benefits to both customers as well as to you as a business owner

â€¢ Increases brand recognition

â€¢ Improves recall of brand among your customers

â€¢ Makes your product stand out among other brands

â€¢ Quickens billing process and cash counter services

â€¢ Helps your customers easily associate the products with your brand

â€¢ Attracts the attention of your customers instantly

â€¢ Improves the buying decision of your customers

â€¢ Labels can be used effectively for promotional purposes

â€¢ They are durable and long lasting

â€¢ Helps the customer gain an insight into your manufacturing process.

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Robert J Wilk is an expert author and has written so many articles on Custom Printed Labels, a nameplates and Product Labels.

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