



# Label Capabilities

## Digital Printing

When you think of label printing, you likely think of the tried-and-true flexography or “flexo” process. This traditional method is perfect for long runs and produces a premium print quality. However, there are challenges to staying “flexo” in this fast-paced, multi-versioned, shorter-run world. So what’s the solution? Digital label printing. Here’s how digital delivers an advantage:

### Fast.

While traditional label printing can take several days, digital runs minimize set-up and can be done in as little as one day if the quantity is low and specs are simple.

### Cost Conscious.

Traditional printing makes more sense on a cost per unit basis for longer runs, but shorter runs are almost always cheaper when done digitally. Plus, **digital printing is 4-color process** without the added cost of plates.

### Flexible.

Ordering and reordering digital quantities is a lot more flexible than traditional printing. With **no minimum quantities**, you can print exactly what you need when you need it (monthly usage, quarterly mailings, etc.).

### Versioned & Varied.

Digital presses make it easy to run multiple versions of a printed label, as well as variable content. You can personalize and differentiate your labels all in one run.

### Die Cut Simplicity.

Laser die-cutting technology means **no dies or hard tooling is necessary**. This system can reproduce custom shapes and unique die-cuts easily, quickly and accurately without purchasing a costly die.

### Testable.

Not sure how a certain label design will fare on a finished product or substrate? Digital lets you run a small number of designs, or prints several designs simultaneously to help you dial in on the design.

## Digital Label Face Stocks

**D** = Prints Digitally | **L** = Laser Die-Cut | **C** = Conventional Die-Cut

Facestock	D	L	C
White Semi-Gloss	•	•	
Polyolefin	•	•	
Fluorescent	•	•	
White Litho	•	•	
White High Gloss	•	•	
Gloss Blockout	•	•	
Thermal Transfer	•	•	

Facestock	D	L	C
White Laser	•	•	
Bright Chrome Polyester	•		•
Clear Polyolefin	•	•	
Vinyl	•		•
BOPP Polypropylene	•		•
Bright Silver	•		•
Dull Gold	•		•

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