

Gain a distinct competitive edge with quality, speed, flexibility and cost-efficiency. Labeltronix new label printing facility represents yet another example of our unwavering commitment to advanced technology and innovation, offering customers compelling competitive advantages.



Why Digital Labels?

Lower inventories Reduce costly label inventories with digital label printing, replacing traditional label printing's long runs and large minimum orders.

Less waste Print what you need, when you need it. Discarded inventory due to obsolescence becomes a thing of the past.

Reduced costs Expenses are spread out over time by printing smaller runs only when needed, resulting in improved cash flow and reduced costs.

Improved JIT With the ability to offer quick label production, digital label printing will allow Labeltronix to respond to your JIT, "just in time" labeling needs.

Offset print quality Whether you require 1, 4, or 6 color process, Labeltronix delivers the highest print quality available, resulting in enhanced packaging/retail product appearance, prompting greater sales.

Flexibility Eliminate costly, time-consuming pre-press set-up normally associated with traditional label printing. Instead, label changes are quick, painless and cost-effective.

Enhanced marketing Personalization and short-run customization enables effective "one-to-one" marketing, proven to dramatically boost brand loyalty and increase your company sales.

Quicker to market Digital label printing reduces turn-around time, bringing your products to market more quickly, increasing your sales.

Test market savings Affordable short-to-medium label runs allow you to test new products or re-brand existing product lines.

LABELTRONIX® is leading the industry revolution offering you the ultimate label solution with cutting-edge digital labeling advantages.



Frequently Asked Questions

Are there any plate charges?

No, there are no plates or negatives involved in our digital label printing.

Will my labels come on a roll or on sheets?

Your labels can be furnished on rolls or sheets.

What die sizes do you have?

Please call us at **1.800.429.4321** for the latest available sizes.

Can I get a custom shape?

Yes, contact your Labeling Consultant.

What is the Lead Time?

Normal Lead Time: 5 days or less*

Expedited Delivery*: 48 hours after signed proof approval*

*Lead Time begins upon receipt of proof approval and is subject to order size. Large orders may receive extended lead times.

Do you provide graphic design services?

Yes. The rate for reproducing labels/tags is \$75/hr; for designing labels/tags - \$100/hr.

Artwork Guidelines

General Always remember that submitted artwork is printed "as is." When professionals submit digital art, we assume the work is color corrected, the images are adjusted to your satisfaction, all text is correctly spelled, and that the original submitted artwork is correct. Always provide a print or a PDF file of the artwork along with the digital files when ever possible.

Software We accept files created with/or convertible to the following Mac/PC software: QuarkXPress, Adobe PageMaker, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand. Microsoft Office programs such as PowerPoint, Word or Publisher are not considered true graphic programs and can not be processed for printing.

Fonts We recommend that all text be converted to curves/outlines by the originating program. This avoids the many problems associated with various font styles, formats and originators. While this will render text uneditable, it can be sized and manipulated like any other graphic element. If the text must remain editable, or if the text cannot be converted to outlines, the screen and printer fonts must both be submitted with the job (Mac Format ONLY).

PMS Colors All PMS colors developed within any program will automatically be converted to four color process CMYK) for printing. If your project requires a PMS color, please contact your Sales Representative.

Software Guidelines

QuarkXpress/PageMaker Be sure to include all linked elements (images, logos, etc.) and fonts that you have used in the document. Make sure colors are defined as CMYK.

Photoshop We use Photoshop to edit and correct all photographic images and complex illustrations. As with all submitted work, images should be sized and cropped to final size. Images should be in CMYK format with a resolution of 300

dpi or greater at 100% of size. Avoid using low resolution images. Graphic files originally created for Internet use cannot be used effectively for printing.

Illustrator/Freehand Make sure colors are defined as CMYK. Convert all text to curves/outlines whenever possible to avoid font problems. If images are "embedded" in the illustration, make sure they are in CMYK mode, properly sized and cropped in the originating program prior to importation. If images are "linked" in the illustration, be sure to supply each linked file separately.

Artwork Requirements

- Adjust your document page size to the final label size required.
- All bleeds need to extend 1/16" outside the die cut area.
- Borders should be a minimum of 1/8" in thickness.
- Copy should not be any closer than 1/16" from trim edges.
- DO NOT trap artwork. Trapping is not necessary with digital printing.
- Rule lines should be no thinner than 1/4 pt.
- White Plate Creation: Any items that need to be backed in white should be copied to a unique layer using Illustrator. These items should reference a special "custom white" spot color, although the actual CMYK breakdown of the spot color reference used on the file is not important. The white plate items should be set to overprint (both the fill and stroke as applicable).

Artwork Submission

Transport Media: CD-ROM, DVD.

Email: We accept art submissions via email. Please be aware that the Internet/World Wide Web is not the most dependable transmission method for larger graphic files.

FTP: We accept art submissions via our FTP site located within our web site. Please contact your Sales Representative for login details.