

# LABELING SOLUTION DESIGN JUMPSTART CHECKLIST

PowerPrint

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## 1 What is the label's size?

- To measure a label's size, measure the width of the label from left to right as it is coming off the roll and then measure top to bottom for the length.



## 2 What material would you like?

- A material consists of the facestock, adhesive, and liner. You will need to know the conditions in which your label will be applied, and the conditions it will encounter in its lifetime.
- We can help you with your selection, and if needed, we'll send you material samples to test before an order is placed.



## 3 Are we printing the label, or are you printing the label?

- If we are printing your label, let us know how many colors, if you need to match a PMS color, and if your label will have variable print, we will need a database.
- Do you need a varnish or an overlamine applied to the label? If you have artwork, it would help us quote the label if we could see the art.



## 4 How many labels (quantity)?

- If you have multiple versions of a label, tell us the quantity of each version you would like printed.
- Multiple versions of a label are multiple designs printed on the same material and cut to the same size and shape.



## 5 Will the labels be applied by hand or machine?

- If your labels are applied by machine, it is important to know how the labels need to be oriented coming off the roll. This is called the unwind position.



## 6 Do you want your labels perf, or non perf?

- The liner can be perforated ("perfed") between the labels, allowing you to easily tear off the desired amount of labels.
- If your labels are to be applied by machine, you will not want them perfed.
- Labels can also have a face perf. A face perf goes through the label, but not the liner. If you need a face perf, we need to know if the perf is vertical or horizontal.



## 7 Is there anything special about the label?

- Let us know if the label should be pinfeed, if you need notches, blowholes, or if the facestock or liner needs to be scored.
- Perhaps you are looking at a more complex configuration such as a paint mask or piggyback label.



## 8 How do you want your labels finished?

- Do you want your labels on a roll, sheeted, or fanfolded?
- If on a roll, do you need a special core size?

Reach out to a Print Solutions Specialist today to schedule your Label Management Assessment.

888.682.3113 or [solutions@abetech.com](mailto:solutions@abetech.com)

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