



2025 Lookout Drive
North Mankato, MN 56003

800.522.3558
orders@labelworks.com
labelworks.com



2021 DEALER INFORMATION GUIDE

Great tips, tools and ideas to grow your label, sticker and decal sales in 2021



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Welcome



Rob Haman

We are excited to share with you our dealer information guide and support tools that have been specially developed to make selling easier and smoother for you. Our goal is to help you gain new business and increase your profits. The combination of your market expertise and our label experts, high-quality products and award-winning service makes us a winning combination. We provide individualized, convenient one-on-one support, targeted solutions, educational workshops, samples and so much more.

- New pre-printed stock products
- Top-selling products that everyone loves
- FasTurn® products when your customer is in a hurry
- Trending products we're delivering today
- Sales support tools you can customize and share
- Labels are used in every market and industry

GREAT NEWS: WE ARE HOLDING 2020 PRICING THRU 2021. We have our 2020/2021 complete Label Works catalog with pricing available in digital format. Find it on labelworks.com. You can also customize it with your dealer information.

On behalf of the Label Works team, we hope you find this guide useful and we look forward to a prosperous and profitable 2021 with you.

Why Sell Labels:

- Profitable
- Easy sale
- Great add-on to print and promo items
- Continued demand with steady growth
- Customization builds brand loyalty and repeat business
- Labels are used in every market & industry

Questions to ask to ensure the right label for the right application:

- 1. What is the label being applied to?**
Different surfaces may require specific stocks and/or adhesives.
- 2. What will the label be exposed to?**
Water, solvents, abrasives and temperature can influence its performance, so varnishes or laminations may be needed.
- 3. What size and shape of label is needed?**
- 4. What quantity is needed?**
- 5. What is the material and ink color(s)?**
- 6. Will the label be hand or machine applied?**
Core size, rewind direction, roll outside diameter, number of labels, etc.
- 7. Any special shipping or packaging requirements?**
Drop ship, shrink-wrap, quantity per box, outer box labels.

In Stock and Ready to Ship

Pre-Printed Designs

These labels are printed and ready to go with colorful images and relevant messages. Choose from directional floor decals, healthy hygiene reminders or safety seals for a speedy solution for your customer's business needs.

- Popular and trending messages.
- Low minimums starting at packs of 10 or rolls of 250.
- Quick turn: Orders received by 1:00 CT ship the following day.
- Window and mirror decals have a strong repositionable and removable adhesive and are laminated to withstand added cleaning.
- Floor decals are a laminated 10 mil vinyl with UL410 anti-slip approval.

Directional Floor Decals

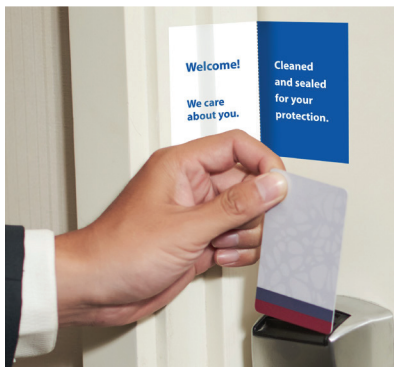
Help support social distancing guidelines when physical barriers are not possible.

Safety Seals

Health and safety are top priority. Labels and stickers visually provide a protected environment and experience.

Healthy Hygiene

Provide reminders to customers, students and employees with these quick-ship labels, decals and stickers.



We Understand the Need for Speed

24-Hour FasTurn® Labels

Fastest turn time in the industry

There's a reason these are our most popular labels: quick turn time and lots of options. There are thousands of combinations available to create the custom label solution specific to your customer's needs.

Options include:

- Spot color or process color imprint
- Foil and embossing
- Faux foil look using metallic stocks and full color imprint
- Paper, recycled, fluorescent, foil and film stocks to choose from
- Permanent and removable adhesives
- Finishing options include rolls, rolls with perforations, sheeted, pinfeed/fanfold and individual labels
- Variable data and imaging, barcoding and consecutive numbering



A Variety of Options and Solutions

24-Hour FasTurn® labels for simple to specialized label needs

Die-Cut Labels

- Hundreds of shapes to choose from
- Consecutive numbering and barcoding available
- Most popular product

Beer Labels

- Wide variety of sizes for bottles and cans
- Low minimums are great for seasonal brews and small batches
- Full-color imprint on silver stock is popular for eye-catching designs and shelf appeal

Water Bottle Labels

- Creates a personalized experience for customers
- Strong and cost effective promotional tool

Square-Cut Labels

- Rectangle labels that fit your exact size without a hard-tooled die.

Wine Labels

- Most consumers base their wine purchase on the look and information provided on a label
- Variety of stocks, imprints and enhancements
- Stocks specifically to withstand moisture, ice and water

Foil & Embossed Labels

- Labels that grab attention by adding touches of elegance and sophistication to products, packaging and certificates



Durable labels ready to face the elements

Outdoor Labels

Resilient and hardy for both Indoor and outdoor applications

Need a durable label to withstand extensive cleaning, moisture, temperature changes, harsh conditions, chemical solvents and excessive handling? These labels are the perfect solution for your indoor and outdoor labeling needs where paper and films just won't cut it.

- Spot color or process color imprints
- Durable stocks include polyester, polyolefin and vinyl
- Consecutive numbering, static, QR/2D and serial barcoding available
- Low minimums and a 24-Hour turn time

Die-Cut and Square-Cut Labels

- Hundreds of rectangles, squares, circles, and ovals to choose from
- Square cut labels sized width by height

Bumper Stickers

- Rectangles, circles and oval shapes
- Ideal for promotions and give aways
- Permanent and removable adhesive options

Reflective Labels

- Highly visible in low light or poor weather conditions
- Great for safety, security and warehouse uses

Asset Labels

- Identify and track equipment, control inventory, and prevent theft



Labels Without Limits

Endless possibilities as you design the unique shape that fits your style

Any shape or size without die charges

Whether you need a special shape to convey your brand or a custom-sized label to fit your specific space, freeform™ laser cut labels are the ultimate high-impact custom label solution. With quantities starting at just 100 labels and a 24-hour turn time for either spot or process color imprint, freeform™ labels are ideal for prototyping, seasonal products, sticker sheets and more.

Indoor freeform™ Labels

- Perfect for creating brand identity and a strong shelf presence
- Large selection of stocks including gloss, matte, recycled, metallic, fluorescents and films

Outdoor freeform™ Labels

- Great for outer boxes and packages, high touchpoints like phones, computers, tables and doors
- Durable stocks withstand harsh conditions, chemical solvents and excessive handling

Custom Label Sheets

- The solution for a label with multiple cuts or multiple labels in varying sizes and shapes
- Great for manufacturing and promotional labels as well as sticker sheets or technology decals
- Pricing is based on total square inches - not the number of cuts you have
- Choose from any of the freeform™ indoor or outdoor stocks



Attention Grabbers

Highly Visible Window and Floor Decals

Windows and floors are the new advertising space

Whether you are promoting a business, school, organization or adhering to social distancing guidelines, these visually impactful messages are sure to be seen.

Window Decals

- Stock is repositionable and removable with no residue left behind
- Adheres to glass, metal, plastic, painted surfaces, computers and more
- Decals will stay put for the duration of advertising with no residue
- Use for oil and service reminders, parking permits, storefront signage and more

Floor Decals

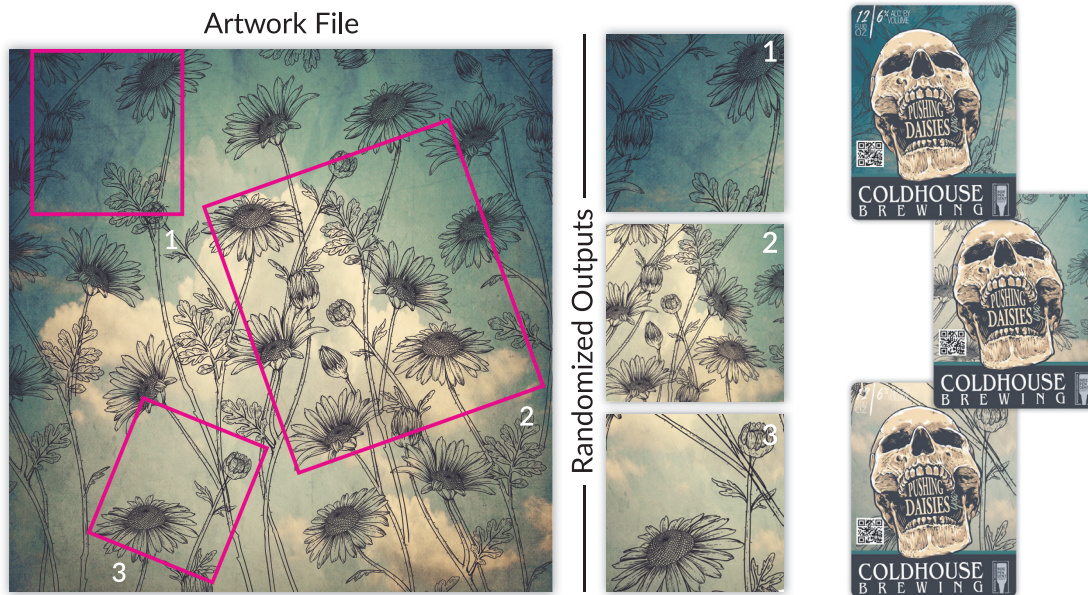
- 10 mil white vinyl with slip-resistant lamination
- Durable adhesive removable up to six months
- UL410 non-slip approved
- Recommended for indoor application on tile, linoleum and sealed concrete



Create Impact with Enhanced Processes

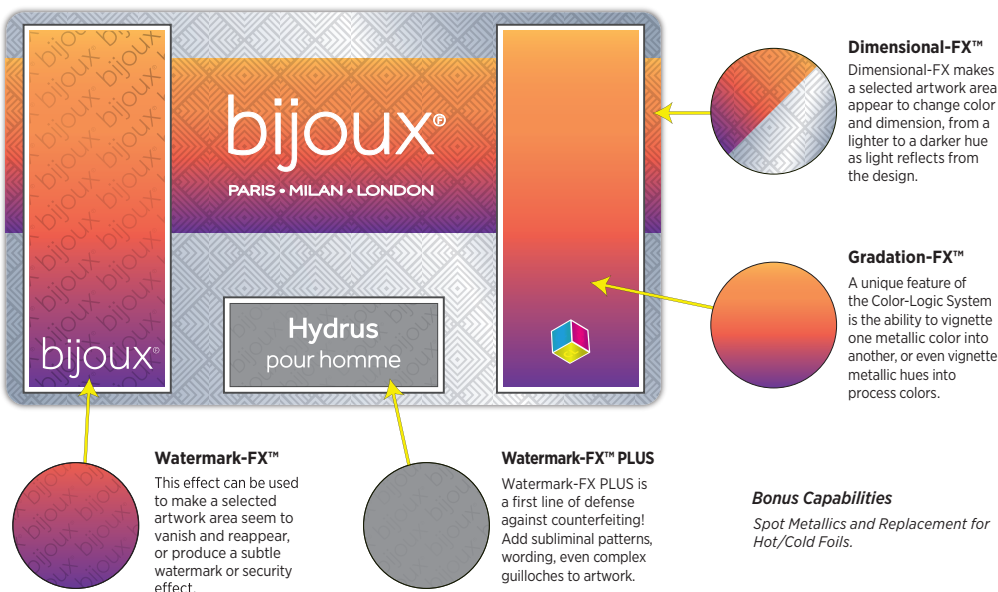
Limitless Unique Labels

- Create endless one-of-a-kind labels in one print run.
- Our software crops, enlarges, rotates, scales and moves art file(s) to create randomized outputs for a 100% unique label everytime.



Color-Logic

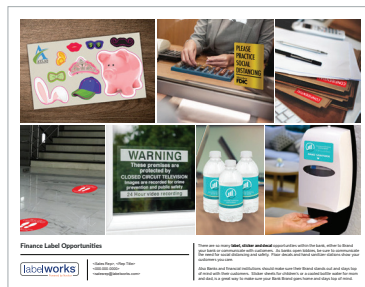
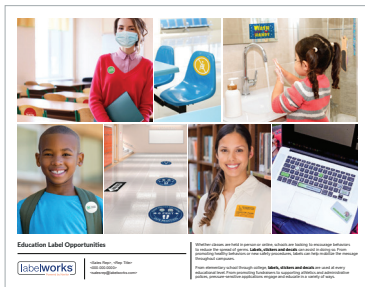
Create eye-catching dimensional effects with Color-Logic Process Metallic Color System™. Produce spectacular effects like watermarks, dimensions, gradients and even security features.



Sales Support Tools & Flyers

We're here to help you be successful and grow your label sales

- Educational webinars
- One-on-one webinars and workshops
- Research and prospecting
- Cooperative market campaigns
- Case histories
- Industry-targeted samples
- Sales and presentation kits
- Product evaluation
- Strategizing
- Digital flyers, storyboards and catalogs
- Online price quotes and ordering
- Quick and easy online reorders



Vertical Market Storyboards

We offer many vertical market storyboards that you can share with your customers. They each have multiple ideas and opportunities on labels, stickers and decals specific to that market.



Sample Packs

Get samples that are right for you and your customer. Choose from industry-specific packs, process and finishes, or we can create a customized sample pack specific to your needs.

Swatch Books

Touch and feel popular label stocks with our swatch books. Each sample shows our standard inks printed on it along with application temperatures and other useful information.

Sales Flyers

We offer a wide assortment of sales flyers to assist you in growing your label sales. Choose the right flyer for your customer's personalized label solution from the following categories:

- Theme
- Market or industry
- Seasonal
- Causes and awareness events



Make Our Catalogs and Flyers Your Own

Brand our catalog and flyers with your logo and contact information, then add them to your website, post on your social media sites, send in e-mails or add to marketing materials and proposals.

We're holding our 2020 prices. Call us for a physical catalog or download and personalize your e-catalog.

"We Do Labels" Stickers

Apply to invoices, statements and promotional mailers; Use these colorful stickers to advertise your label business. 24 labels per 8.5" x 11" sheet/10 sheets per pack.



Counter Mats

These miniature counter mats are printed on repositionable and removable stock. Your 9.5" x 14" counter mat can be displayed as a point-of-purchase piece on walls, windows or counters.



Online Resources

Looking for more resources?

Go to labelworks.com/resources

Resources include:

- E-catalog (unbranded and personalized)
- Personalized flyers
- Webinars and videos
- Artwork help



Vertical Markets

Labels are everywhere

We've identified the top label markets that you should be prospecting to. Utilize these free tools to grow your label sales within each of these markets.

Advertising & Promotions

- Services industries
- Branded products & services
- Online company packaging

Associations & Non-Profits

- Charities & foundations
- Social & recreational clubs
- Chambers of commerce

Automotive

- Dealerships
- Service & body shops
- Rental car companies

Beer & Spirits

- Craft breweries
- Craft distilleries & cider makers
- Private labelers

Cannabis

- Growers
- Processors
- Dispensaries

E-Cigarettes & Vaporizers

- Manufacturers
- Tobacco & e-vapor shops
- Distributors

Education

- Schools & universities
- Athletic clubs & organizations
- Student clubs

Food & Beverage

- Bakeries
- Delicatessens
- Restaurants

Health & Beauty

- Manufacturers
- Promos, sales & offers
- Craft artisans & marketers

Hospitality & Conventions

- Hotels & event centers
- Event coordinators
- Visitors bureaus

Industrial & Manufacturing

- Warehouses
- Heating & air conditioning
- Shipping & logistics

Insurance

- Independent agents
- Insurance brokers
- Insurance services

Legal

- Law firms
- Court systems
- Paralegals

Media Packaging

- Music publishers
- Film & recording studios
- Packaging companies

Political & Campaigns

- Local races - mayor, sheriff, etc.
- State campaigns
- Referendums

Realty & Property Mgmt.

- Realtors
- Property managers
- Title companies

Retail

- Manufacturers
- Distributors
- Promos & sales, POP offers

Wine

- Wineries
- Corporations
- Private labelers

Vertical Market Sales Tools



Vertical Market Deck

Covering the top label industries, these 5" x 7" cards are packed full of label ideas and tips for each industry and feature a success story. This handy tool is packaged neatly and is the perfect companion for every sales call. Also available as a PDF.



Sales Flyers

Download or personalize these sale sheets and send to current and prospective customers with ideas on what label products you offer and how to utilize them in their business or organization.



Sample Packs

Featuring popular stocks and processes for each industry, these amazing packs are filled with ideas and samplings that you and your customers can touch and feel.



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800.522.3558 | labelworks.com
ASI 66040/SAGE 50263
PPAI 111141/UPIC NAVLBL