



## PRIME LABELS OPPORTUNITIES



An attractive label increases awareness and helps entice customers to buy the product. **Prime labels** act as an advertisement and are the primary label on your product or package such as food and beverage, cosmetics, nutraceuticals, candles and more. These labels are used to help the product stand out and generate shelf appeal. Create unique shapes by using freeform™ laser cut labels and be eye-catching with the dimensional effects made possible with Color-Logic Process Metallic Color System™.