

**Labels – Doesn't have to be a sticky situation, you just have to ask the right questions**





# The Label Printing Process

**Nova**  
Label Co., Inc.  
custom printed labels

- Roll to roll
- Roll to sheet
- Roll to fanfold
- 10 ink colors
- Up to 20" web width
- Varnish, Lamination, Embossing

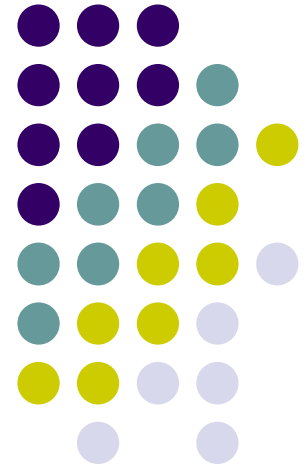
## Assorted materials for all applications

- Gloss, Uncoated, Foils
- Piggyback
- NovaNote RPN...pattern and full gum
- White & Clear BOPP decals
- Static cling decals
- Multitude of adhesives

Labels are primarily printed using the flexographic process.

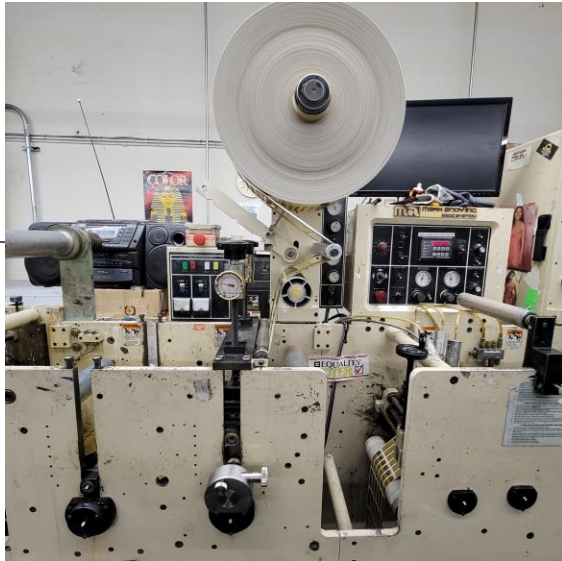
Digital is now an option and is good for short to medium runs.

UV inkjet, aqueous inkjet and toner based printing technologies are available.



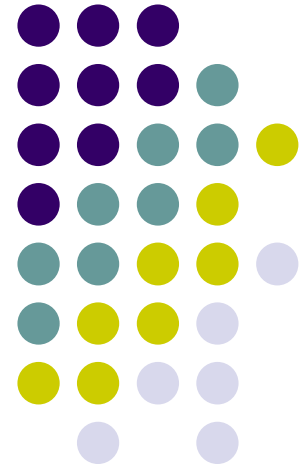
# The Label Printing Process

Die cutting is an inline process.



Flexible dies are the most economical tool, both in use and cost.

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# Find Efficiencies for Better Costs

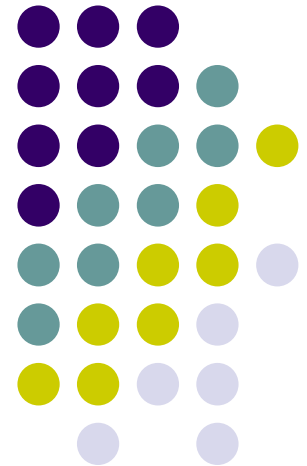


## BE FLEXIBLE WITH CUT SIZES

Drive better production pricing with materials and cuts

Ensure the most efficient postage costs

***A 1/8" difference in your format can potentially cost  
\$1000's of dollars in web rolls***



# Thank You!



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