



Label Solutions



- What has a Zebra got to do with labels?
- Well, quite a lot really. Believe it or not, every single Zebra can be identified by their striped coat.
- Understanding this was one of the factors that led to probably the most important label development over the last 50 years – bar codes.
- What are the major developments facing labels over the next 50 or even 5 years?
- RFID? Digital? Metalfx? ipaper?
- Substrates and adhesives continue to respond to business and environmental pressures.
- Imagine what we could do for the success of your company if we managed all of your print needs and allowed you to focus on your core business activities.
- In fact, just as in nature, labels are always evolving to suit their surroundings.
- CDP have been providing Label Solutions for a very long time and we would like to introduce you to our products and services to help your business stay head of the competition.
- Survival of the fittest...?

Why CDP?

Quite simply because we offer solutions.

We doubt that you need reminding of targets, time constraints, pressure and workloads. Suffice to say "We can help".

A Single Point of Contact

By giving you one point of contact we eliminate the confusion and complication of processes when dealing with multiple suppliers, numerous invoices, masses of artwork, chasing deliveries, etc

One contact point, one artwork centre, one proofing process, one invoice. Simple but very, very effective.

Are Labels important to my business?

Probably yes but you may not know it! Almost every business has a need for labels in one sort or another. Labels are used throughout an organisation – addressing, consignments, product identification, etc. In fact labels are so versatile they can be integrated within sheets of paper to produce delivery notes, invoices, warranties, product recalls etc. Yes, labels probably have an important part to play in your business.

No Hidden Secrets

We thought that rather than tell you about how great we are, (which is what everyone does), we would tell you about what we're not very good at....

Making Simple Things Complex

We like to keep business as simple as possible. (After all, life is complex enough). All we do is to offer the best advice and inside knowledge on how to make and deliver the perfect label. We've been doing this since 1974 so we think that we must be doing something right.

Having Too Many Cooks Spoil the Broth

A Single Point of Contact is what we offer. By giving you one point of contact we eliminate the confusion and complication of processes when dealing with multiple suppliers. One contact point, one artwork centre, one proofing process, one invoice. Simple but very, very effective.



Making Mountains Out of Molehills

You've got a problem? We'll sort it. No fuss. Our view is that a problem is only an opportunity waiting to be answered. We've been providing label solutions to a huge range of clients for a very long time. And to date, we've never had a "problem", just lots of solutions. Which means you no longer have problems...

Stitching a Silk Purse Out of a Sow's Ear

Need help and advice on what materials are best suited to meet your label requirements? We'll provide you with advice and samples. We'll tell you what's achievable and what's not. You will be in a much better position to make an informed decision based upon facts not fiction which means you get exactly what you need.

Blinding You with Science

Did you know that we have access to over 3,000 different adhesives and materials? Which one is right for which label? And why does it work? We'll give you the plain answers and a solution that works without blinding you with science. We like to explain things in plain English not algebra!

Pulling the Wool Over Your Eyes

Need information on labels used, who uses them and when, re-order levels, costs? With CDP's TopForm® Print Management System you have instant information on all your transactions and stock levels. (It even can bill you down to desk level if you want – correctly, with all of the relevant information you need). This means less hassle for you, giving you more time to focus on core business.

Keeping You in The Dark

With over 30 factories producing labels every day, we realistically have no limitations on the variety or capacity of labels we offer. Furthermore, at any stage you can visit and see your labels being made, wander around and talk to skilled personnel about what goes into making the best labels. We do, every day. That's why CDP are renowned for offering the best label solutions.

Charging You the Earth

From the very start, our word is our bond. The price we agree is the price you pay. No hidden extras, no additional artwork charges, no supplementary plate costs, no incremental delivery expenditure. Everything is itemised and agreed beforehand so that our invoice is correct and you keep within budget - every time.

...or Promising you the Earth

We only agree what is achievable. You need a delivery and we deliver. Our massive warehouse and pick & pack operation is only here to make your life easier. In fact, our aim is to under-promise and over-deliver. That way we all win.



Putting You Between a Rock and a Hard Place

We never say "Take it or leave it". What we do is to offer you alternatives. With all of our experience in offering Label Solutions we believe we do the right thing going this way. So do our clients, many who have been with us for a long, long time.

Using Smoke and Mirrors

There is no magic to what we do. Just people and technology working in unison. With our bespoke reports service you have all the information you need in an instant. This keeps you in total control of all your label requirements.

Delaying Tactics

Artwork causing a problem and holding everything up? Need artwork quick, a new design created, or amends to an existing design? Whatever your needs, CDP Creative provides you with a very fast, effective and low cost artwork and design service. We've always done it, and we always will. It sets us apart from the rest and gives clients total peace of mind.

CDP, the Environment, and you...

CDP are committed to maintaining the balance between manufacturing excellence and the sustainability and renewal of our fragile environment. This affects every part of our business. It also affects your business...

✓ All of the paper based products we provide are made from sustainable, managed, and accredited resources, and are 100 recyclable.

✓ CDP's Print Management system is designed to reduce waste through dutiful management of the design, product re-engineering, and production processes.

✓ All of our Print Management clients benefit from scheduled logistics which not only makes their business more efficient it reduces transport costs and minimises CO2 emissions.

CDP continues to monitor the situation and will suggest more effective, efficient, and "greener" ways to reduce the burden on our environment. If you would like more information on our efforts in this area please go to www.cdp.co.uk

Additional resources

For more information on all the products and services available from CDP please request a brochure on any of the following:

- Books & Pads
- CDP Print Management
- Colour Print
- Computer Stationery
- Cut Sheet laser, Digital, & Ink Jet Stationery
- Data Mailers
- Digital Print
- Envelopes
- Health Check
- Integrated Products
- Presentation Products
- Pressure Seal
- Promotional Products
- Security print
- Self Adhesive Labels

...or visit our web site at www.cdp.co.uk

Freephone: 0800 1954 991

LIVERPOOL

74-82 Rose Lane, Liverpool L18 8EE

Tel: 0151 724 7000 Fax: 0151 724 6478

www.cdp.co.uk e-mail: info@cdp.co.uk

LONDON

Unit 1, Tomo Industrial Est., Packet Boat Lane,
Cowley, Uxbridge, Middlesex UB8 2JP

Tel: 01895 462462 Fax: 01895 420911



CDP - more than just Print Management