

FACT SHEET

SELF ADHESIVE LABELS

Self-adhesive labels can be a particularly complex product area, - much more so than probably any other paper stationery products, as there are so many different materials and adhesives available, - each suited to different types of applications and difficult substrates.

That's why at CDP we take a consultative approach, working closely with our customers to gain an in-depth understanding of how you actually intend to use, process and apply your labels. This allows us to help solve your labelling problems, to offer advice and provide you with effective and efficient labelling solutions.

Labels – are they for me?

Yes! All businesses use labels in one form or another.

CDP design and supply a range of labels from pre-cut A4 address labels through to the most complex RFID labels. Some of the uses for labels are listed below:

Addressing	Security
Product Information	Point of Sale
Goods Tracking	Box I.D.
CD / DVD advertising	Direct Mail
Parts Identification	Dry Cleaning
Warning Notices	Returns
Packaging	Collectables
Assembly Instructions	

Labels – what materials are available?

Since 1974 CDP have produced labels from virtually any material you can think of. Whatever your requirements, CDP can provide you with an effective solution to meet your needs. Some of the materials for labels are listed below:

Papers	Vinyls	Foils
Metals	Fabrics	Holograms
Plastics	Ceramics	Poly Derivatives

Labels – so what can they stick to?

CDP have been providing label solutions for over 30 years and we literally can stick a label to anything! Some of the materials we have designed labels to be stuck to are as follows:

Glass	Tin	Plastic
Ceramics	Wood	Cardboard
CD's	Metal Drums	Poly Derivatives
Paper	Edibles	Fabrics
Rubber	Concrete	Plasma Screens

Labels for every conceivable application

- Single to full colour printing using whichever print process is most appropriate, flexo, letter-press, digital, laser, etc.
- Labels suitable for processing on laser, ink jet, direct thermal, thermal transfer, digital or dot matrix impact printers.



What services are available from CDP?

CDP don't just supply your labels – we offer the complete end-to-end service that gives you a single point of contact for a Total Label Solution:

• CDP Health Check

A FREE of charge no obligation Health Check of your label usage and requirements. This will include a review of everything to do with how and where your labels are used, as well as durability and quality requirements of the labels. On conclusion of the Health Check, you will be provided with a detailed proposal, which will include solutions to help you achieve greater efficiencies in label design, construction, artwork management, ordering processes, stockholding needs, delivery schedules, management time and effort, as well as in overall costs.

• Artwork Services

CDP can design, set, proof, and amend your label designs. We can transfer data & images via the web and provide you with digital or wet based proofs. We can even manage all of your artwork images which means you never use out of date artwork again.

• Stock Management Service

Using the latest TopForm® technology CDP

offer a full Stock Management Service that guarantees proper stock control, usage and delivery information, correct invoicing, and re-order points. With over 600 report formats we ensure that you stay in complete control of your label requirements.

• Logistics Service

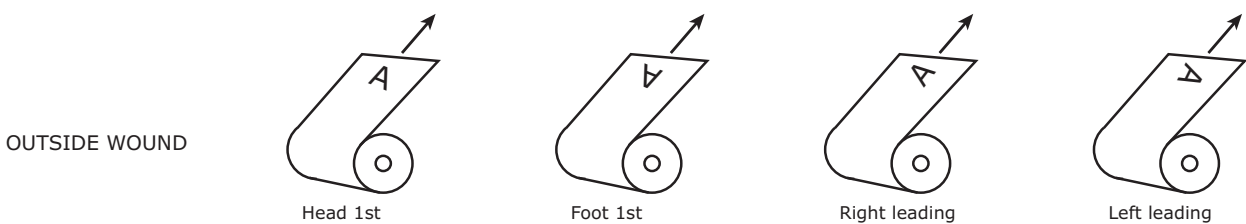
With warehousing and distribution centres in Liverpool and London, CDP provide a national & international logistics service. Whether you need multi-drop or multi-product deliveries to one or many sites – we can do it.

• Pick & Pack Service

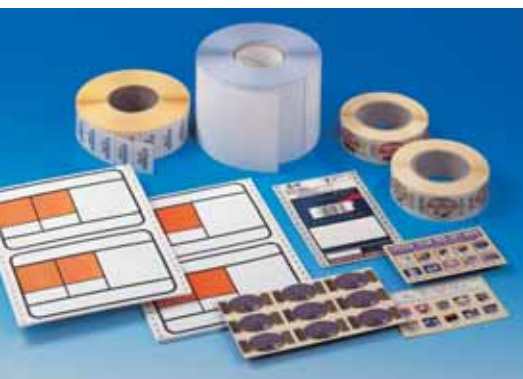
Whether its small packages or large consignments, combining products saves time, effort, and delivery charges. CDP's Pick & Pack service will advise you on the most cost effective solution. In addition, CDP provide a bespoke mailing service that is especially useful for timed promotions where the product has to be in place and on time to meet your marketing needs.

• Samples Service

Not sure on the specification or want to compare materials and adhesives? To help you make the right decision CDP give you a full samples service, delivered to your desk, so



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that you have all the information at your fingertips to ensure that you get it right first time – every time.

Getting it right first time

At CDP we like to get it right first time. So some of the questions we will ask about your labels are:

- What is the prime purpose of the label? Examples of possible answers include - To alert people to the fact that whatever the label is stuck onto is fragile, dangerous, etc. To display product information, bar codes, prices. Also, is its image particularly important? Does the label have to look as high quality as the product its promoting, or does the bar code on it have to be read optically at a distance of several feet?
- Are your labels to be pre-printed only? Or do you want to print variable information onto them? You may for instance want to print names and addresses, or static or variable bar codes onto them. If so, what type of printer will you be using? Laser, ink jet, direct thermal, thermal transfer or dot matrix impact.
- What's your label going to be stuck onto? This could be almost anything from a pane of glass

or a cardboard box, to a metal drum, clothing, foodstuffs, etc.

- What is it going to be expected to do? - particularly in terms of durability and tack. It might be a warning label which must conform to BS 5609 ie. stay stuck permanently to a metal drum even if it gets immersed in sea water for up to 6 months, - and still be legible without any colour fading. Alternatively, it might be a pricing label which needs to be removed cleanly from a pane of glass up to 3 years from when it was first applied.
- Will the label need to be recycled? With the growing environmental concerns of many industries, this could be an important factor. It may be a label which is affixed to a plastic bottle, - both of which have to be recyclable.

I like the idea...so where do I start?

On the back page we have set out a Guide to Labels that will guide you through the information we need to help you decide on which format and style you require.

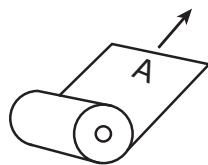
If you need further information and samples then please contact us and we'll do the rest:

Tel: 0800 1954 991

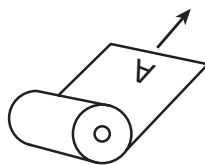
Email: info@cdp.co.uk

Fax: 0151 724 6478

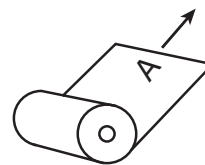
INSIDE WOUND



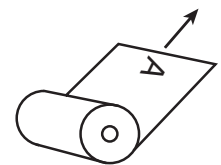
Head 1st



Foot 1st



Right leading



Left leading

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