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Labels

By Juan José

In this age, there is a lot of focus on the importance of "getting organized." There are even

professional organizers for hire! Labels are a huge presence in the field of organization, because they enable everything to be tagged and put in its place. From birthday party invitations to mass market mailings to identifying file folders, consumers frequently employ labels in their everyday lives. Labels are a convenient and simple way to increase organization in business and home settings.

By using the templates provided on word processing programs, making personal labels has become fairly easy and much less time consuming than writing them by hand. There are several name brand labels and many generic store brands that work with the same templates. Labels are available in several different shapes and sizes and in color, white, or clear. Some are permanent and others are removable. They are tailor-made for optimum print quality on either Inkjet or Laser printers. Labels are available for almost any need that the consumer may have.

For larger projects and for transferring data from a mailing list in spreadsheet format to a label template, many people use Mail Merge, a feature in Microsoft Word that uploads a list of names and addresses and reformats it into easy-to-print labels. Even if only one typed label is needed, label companies now sell detachable labels that can be printed one at a time without wasting other labels.

The uses for labels are unlimited and include archiving and record keeping, shipping, advertising, and organization.

Archiving and Record Keeping

Even in one's home, the amount of papers accumulated in a year from bills, statements, and reports are staggering. Businesses collect a much higher number of invoices, publications, and correspondence. Sometimes there is the temptation to throw it all away, but the day may come when a receipt or invoice from two years ago is needed and the consumer is so glad that it was saved. One way to get rid of all the clutter is by archiving the information monthly or yearly, according to the amount. Office supply companies sell archiving systems, which include sturdy boxes for storage, labels and programs for record keeping, and an internal filing system for use inside the box. This helps

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tremendously in keeping track of the important communications that have occurred.

Shipping

Labels are necessary when shipping and mailing various items. Label templates on word processing programs offer a wide array of different labels, such as large labels for boxes, tiny labels for return addresses, and several sizes in between for labeling CDs, videotapes, floppy disks, and more. Full sheet labels are also available so that the user can be creative with their own cut outs, graphics and clipart.

Advertising Many businesses place their company logo and tagline on their mailing labels to make an impression on the buyer and create brand familiarity. For example, mail order companies know that it increases the buyer's satisfaction level when they see the familiar packaging and label arrive at their doorstep. Labels are also used in advertising for mass-market mailings of brochures, coupons, offers,

and special sales sheets.

Organization

Just about every aspect of life can be improved with increased organization. Labels help the user to achieve order by designating specific spaces for items. There are so many areas in which organization and labels are useful, including safety issues, like keeping track of alarm codes and times to replace fire detection units. Also, labels assist in keeping automobiles current on tune-ups, and family members and pets up-to-date on medical checkups. Household chore schedules, gift wrapping area and supplies, coupon clipping, and rummage sales are just some of the other areas that are greatly helped by the use of labels.

If you would like to know mor about label related issues, please visit:

<http://www.labelx.info>

Self Adhesive Satisfies Micro Breweries

By Martin Williams

The move to self adhesive labels for UK brewers follows recent developments in the USA. Anheuser-Busch has played a leading role in the States and Coors are now adopting the same approach in the UK.

However, it is not only multi-national breweries that have an interest in the quality of their labelling - so do micro brewers.

These smaller regional breweries have a strong reputation for distinctive packaging and have been

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quick to harness the benefits of self adhesive labels. Many brewers outsource their bottling to contract breweries, which tell us that self adhesives are more reliable at application and give their bottlers less downtime on the production line. The result is good for both the brewer and the bottler.

There are also economies when producing self adhesive labels. Unit costs are reduced because they can be printed, finished and die cut in a single process, minimising costs and wastage.

The development of dual web printing processes also means that the body, back and neck labels can be applied in one pass on the bottling line and labels perfectly index onto the bottles. We also apply film coating that gives labels durability and ensure they reach the shelf in prime condition.

Beer bottles with self adhesive labels are able to be recycled in the same way as those with traditional labels, so innovative labelling does not get in the way of good recycling practice.

The OPM Group has designed, printed and produced self adhesive labels for several regional breweries including Swindon based Arkells.

Arkells head brewer Don Bracher says that self adhesives increase the brand impact of their bottles. "The visual impact of self adhesive labels is significantly better than we glue labels. Yes, they are more expensive, but we think they are worth the additional investment. We now have labels with better colours, better branding and more customer appeal.

"We're producing beer in non returnable bottles, so you have a situation where the bottle is pristine. It's important for the label to look the very best it can".

Etiquette (

www.etiquette.co.uk

) are the UK's experts in labels

& labelling. For more information about bottle labelling, visit

www.labelling-machine.com

or buy

online at

www.thelabeller.com

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