

# The Complete Details

**PRICE CHARTS:** Your cost per thousand (M) one-color labels is listed on each price chart. Labels printed with more than one color ink are priced according to the "Each Additional Ink Color" chart. Add these together and take your discount (see below) to get your price per thousand labels. The cost of non-standard inks or Pantone® inks is a flat charge and not a per thousand cost.

**STANDARD MATERIALS & ADHESIVES:** We require that you do an adhesive test with one of our samples before placing your order. **Allow 24 hours for adhesives to anchor.** Our standard label materials are: white gloss\*, white matte\*, yellow gloss, gold foil (gloss or dull), silver foil (gloss or dull), fluorescent matte (red, orange, green, chartreuse or pink), clear film (laminated, 50% upcharge), freezer gloss,\*\* matte\*\* or semi-gloss and recycled semi-gloss.\*\*

\*Permanent or removable available, specify when ordering.

\*\*10% upcharge on the one-color price.

The white gloss with permanent adhesive is recommended for most applications. This adhesive sticks to dry, clean, waxed produce boxes or poly bags at above 40°F. Freezer adhesive (see below) adheres to produce boxes when conditions are less than ideal. Although white gloss and foil labels are moisture resistant, they are not weatherproof. They can be written on with a permanent marker or ball point pen.

## SPECIALTY MATERIALS & ADHESIVES

**Here are few of the most popular, but we can supply many other materials to suit your needs.**

**Clear Acetate,** for indoor use only, is film laminated. Add 50% to the one color price. Most colors require printing white behind art for adequate color intensity.

**Cream or Colored Label Stock:** For the cost of a second color and a non-standard ink, use Pantone® 7499 cream or other light color as a flood coat on any white label material.

**Freezer Adhesive** available in white gloss\*, matte\* or semi-gloss. Apply to a clean, dry surface as low as -20°F. Allow 24 hours for adhesive to anchor. \*10% upcharge on the one-color price.

**Fruit and Vegetable Semi-Gloss** is an FDA approved direct contact adhesive. All FDA labels are discounted 25%.

**Kraft:** Natural Kraft is darker with a felt finish, and Brownkraft II Lightshade is lighter with a smooth finish. Add 10% to the one-color price.

**Removable:** Gloss or matte litho, no extra charge for most sizes.

**Thermal Transfer & Direct** are available. Call for a quote.

**White Vinyl:** Durable, weather-resistant, indoor or outdoor, with permanent or removable adhesive available by custom quote.

## GENERAL INFORMATION

**Bar Codes:** Made from your UPC producer/product number. Register with GS1 US at 800-543-8137. A more economical alternative is a UPC/Bar Code reseller. One reliable source is [www.buyabar-code.com](http://www.buyabar-code.com).

**Blank Labels:** 20% off one-color price plus quantity discount. Minimum is 1,000.

**Bleeds:** A bleed is any image that goes to the edge of the label. When providing artwork, extend image 1/16" beyond label edge. Bleeds are \$12.00 per color.

**Cancelled Orders:** \$15.00 to \$65.00 charge after order has gone into production plus art and plate charges.

**Change:** Minimum \$15.00 charge for spot color and \$45.00 for 4-color process orders when order must be pulled from production for changes to original order. Additional plate, art or material charges may apply.

**Combined Orders:** Starting at 5,000, orders that are the same die size and number of ink colors may be combined to receive unit price for total quantity ordered. Plate, ink and stock changes are \$12 each. Minimum is 500 for each lot.

**Design/Artwork:** We offer an affordable design service. Send a sketch of what you have in mind and we will get back to you with a price. If you supply art, refer to the electronic art guide.

**Discounts** are based on ordered quantity: 250-4,500: 10%, 5,000-14,500: 15%, 15,000-25,000: 20%. Fruit & Vegetable and 4-Color Process: 25%.

**Inks:** Select from any one of the 10 standard ink colors. 10 non-standard inks are \$12.00 each. Pantone® mixed colors are \$30.00 each (\$12.00 if reordered within 6 months). Color match from a provided sample is \$50.00. Metallic 872 Gold and 877 Silver are \$40 (\$12.00 if reordered within 3 months).

**Lamination:** Clear hi-gloss plastic film laminated to a paper label provides protection against moisture and abrasion. Add 18% to one color price. Writable lamination (matte finish) is a 36% upcharge.

**Moisture Resistance: See Lamination or UV Varnish.**

**Over-runs/Under-runs:** Never an over-run on catalog items up to 25,000. Orders of 25,000 and over are subject to industry standard of 10% over- or under-run.

**Proofs:** All new orders require proofs. One-color proofs are \$12 and color proofs are \$18. We can also fax or email proofs to state regulators or certification agencies.

**Registration:** Close registration may vary 1/64" on multi-color labels.

**Screen Tints:** Photographs, screened artwork or background tints are \$12.00 per color. Minimum order is 1000.

**Short Rolls:** 1000 per roll is standard. For short rolls of 500 to 999 add 25¢ per roll, 250 to 499 add 35¢ per roll, 100 to 249 add 50¢ per roll.

**Sheeted/Perforated Labels:** Available for most sizes. Request quote.

**Shipping is Free:** The flat, \$3.00 handling charge per order covers the cost of shipping UPS ground service in the continental US. Free shipping does not apply to laser/inkjet sheets or digital labels.

**Shelf Life:** Adhesives are guaranteed for 1 year, if stored in a dry, room-temperature environment. Direct sun or excessive heat will cause the adhesive to rapidly deteriorate.

**Terms:** We accept American Express, Discover, MasterCard or Visa or check/money order paid in advance.

**UV Varnish:** provides limited moisture and abrasion protection. Minimum order is 1000.