

# LABELS AND INSERTS

## Pressure-Sensitive Roll Labels

With an increased target audience and an overwhelming selection of products, shelf appeal is more critical today than ever. Innovations like packaging decoration transfer and clear-on-clear, “no label” label designs create opportunities for product line expansion and differentiation like never before. Labeling technology offers a combination of brilliant graphics, eye-catching die cuts and virtually invisible edge lines for better shelf impact.

For products sold in plastic containers, squeeze tubes, flexible packs, re-sealable packages, and disposable and convenience packages, Colbert Packaging designs and prints pressure-sensitive roll labels containing a brand’s identity and product information. Labels are available in a variety of shapes and sizes, and, with quick turnaround times, products get to market faster.

Pressure-sensitive labeling offers a broad range of operational advantages, including faster changeovers, less waste, reduced cleanup, increased line capacities and reduced carrying costs.

### Features, Benefits and Capabilities

- Many Label Shapes and Sizes
- Hidden Edge Lines with Clear-on-Clear Film
- Web-Fed Printed Graphics and Crisp Colors
- High-Speed Applicators on Production Lines
- Consecutive Backside Numbering
- Eight Colors with UV Coating
- 200% Visual Inspection of Finished Labels



## Product Information Inserts

Companies use package inserts for a variety of reasons, and inserts vary greatly from one to the next. For toy manufacturers, an insert may include game rules or setup instructions. For health and beauty companies, an insert may be a sales incentive, product sample or coupon. For drug manufacturers, packaging inserts contain drug and medical information required by the FDA.



For these industries and all others, Colbert Packaging can accommodate product inserts within any style of packaging – regardless of the insert’s size, style or purpose. Colbert Packaging’s folding cartons and specialty packaging solutions like Zip-Sert® cartons can be custom designed to include built-in windows, die cuts, zipper pockets, and other features suitable for inserts.

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## Colbert Packaging ... The Complete Source for Labels and Inserts

COLBERT  
  
PACKAGING  
CORPORATION  
[WWW.COLBERTPKG.COM](http://WWW.COLBERTPKG.COM)

Colbert Packaging Corporate Headquarters:  
28355 North Bradley Road, Lake Forest, Illinois 60045  
T: +1 847 367 5990 F: +1 847 367 4403

Other Locations:  
Colbert Flexographic Packaging: Lake Forest, Illinois  
Colbert Packaging Corporation: Elkhart, Indiana  
Colbert Packaging Corporation: Louisville, Kentucky  
Colbert Warehousing Services: South Bend, Indiana

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