

Labels are used for a variety of purposes like brand differentiation, retail appeal, and operations management, but whatever the goal, all labels need high-quality printing and materials to achieve optimal results. With this labeling cheat sheet, you'll be given a high-level overview of labeling and SunDance's commercial printing services.

FACT SHEET

Digital Printing

Ideal for short runs or multiple designs, digital printing offers several key benefits over traditional label printing methods such as flexographic and offset.

- Cost-effective for smaller runs
- High-resolution print quality
- Variable data printing
- Quicker turnaround times
- No plate fees
- Order only the amount you need

Materials

SunDance offers a wide assortment of stocks and finishes to achieve your label design vision.

Basic Stocks

- White BOPP film
- Clear BOPP film
- Estate paper (wine/craft beverages)
- Metallic BOPP
- Semi-gloss white paper
- Direct thermal/thermal transfer paper

Finishing Options

- High gloss lamination
- UV gloss flood coat
- Matte UV flood coat
- Matte lamination
- Spot UV
- Specialty laminations

FACT SHEET

Uses/Applications

Labeling is essential for many businesses whether it's to sell products, ship boxes, track inventory, and more. Popular uses and applications include:

- Food-safe labels
- Shipping labels
- Warning/safety labels
- Security labels
- Product/package labels
- Promotional stickers
- Inventory tags
- Tamper-resistant labels

Standard Cutting Dies

SunDance has a variety of standard cutting dies which are the tooling that slices the label material and strips excess away to reveal finished labels. If we don't have a cutting die you're looking for, we can create a custom die for a one-time tooling fee.

Label Artwork

Full-color results are easily achievable with 'four-color process' inks (aka CMYK) with digital printing. SunDance can also match and reproduce any color with accuracy and consistency by using the Pantone Matching System (PMS) to create spot color inks. When designing the label artwork, make sure to leave a .125" bleed that goes beyond the edge of where the label will be cut to account for the movement of the material during production, ensuring a precise look.

Unwind Direction

The unwind direction refers to how the labels are oriented when coming off a roll. It's an important consideration, particularly if your labels will be machine applied. Unwind direction #3 and #4 are the most common.

