



# Preparing For Perfect Labels

Save time, money and your sanity

Hello!

So you need labels for your products? I guess you are either new to labelling products for sale or you don't want to get ripped off.

You might just fall in love with my guide **Preparing For Perfect Labels**.

You may doubt me, but when you are speaking with a label printer, a bottle supplier or a designer you are likely encounter some jargon.

I know it's easy to get confused. This resource will get you ready to ask the right questions, so you know how to prepare a label print brief. I also give you the exact wording to get a label quote that will suit your needs.

Ok let's get stuck in...

You'll be a label pro in no time!

A handwritten signature in black ink that reads "Renee". The script is fluid and cursive.

Creative Director at Evolve Brand Design

## Let's Start By Defining Your Label Needs

Before you get labels designed and printed it will help your budget to define what you need the label to do.

**HOT TIP:**

*This establishes your product category, whether it's a dry or wet product, where it will be sold and the type of environment it will be sold in. These things affect the type of label you need.*

**1. What type of product is your label for?**

- Fresh food
- Frozen food
- Pantry food
- Beverage
- Wellbeing (personal hygiene, laundry, cleaning)
- Beauty (skin care, hair care, nail care, makeup)
- Non-prescription pharmaceutical (vitamins, supplements, powders)

**2. What will your label be stuck on to?**

- Plastic Bottle
- Plastic Jar
- Glass Bottle
- Glass Jar
- Pouch
- Bag
- Box

**3. What size will your label be?** This is how you measure a well fitting label.

Size:  mm X  mm

**Step 1: Measure the height.**

A label cannot sit flat if the surface has a curve.

The measure needs to stop at least 3mm before the curve begins.



**Step 2: Measure the diameter with a tape measure.**

NEVER overlap the label join. Leave at least a 4mm gap.

Sometimes label substrates are stretchy so don't go less than 4mm.



Wrap tape measure tightly  
Leave 4mm gap at the **back**  
Do not overlap

**4. Does your jar or bottle taper?**

Yes

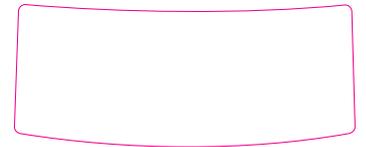
No



Tapered shapes



require a curved label dieline



Some jars and bottles taper. This means it's slightly narrower at the top than the bottom.

A rectangle label will look odd. **Be sure to give the printer a sample of the jar or bottle.**

You'll need a label that's curved not rectangular. This means you need a specific dieline drawn.

**5. Will your label be in the fridge or freezer?**

**No:** Yay, you can get a paper label that's got less plastic in it.

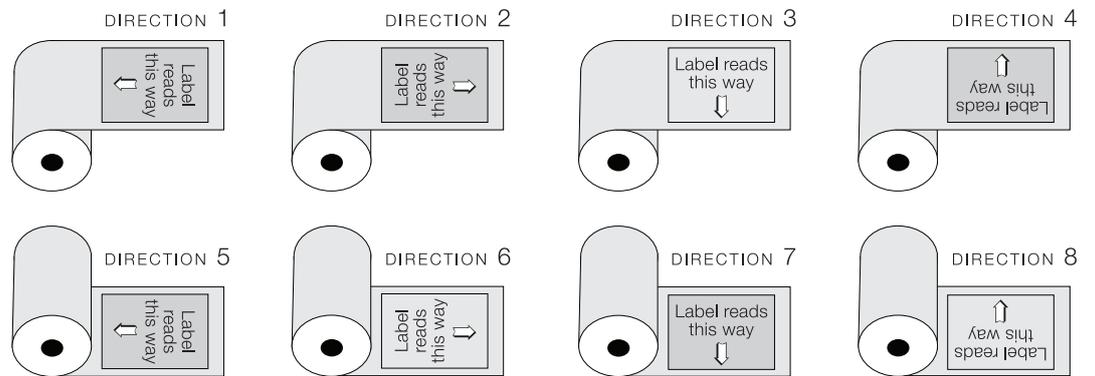
**Yes:** Then you need a label that will withstand condensation and sweating.

## 6. Will it be applied by hand or machine?

- Hand applied:** yep this means you bribe your kids/friends/family to help stick them on.
- Semi machine applied:** you can buy awesome mini [label applicators](#) than line up the bottle/jar and you just press the button.
- Third party machine applied:** these are the big guns that produce your product, fill the jar or bottle (or whatever) and the machine sticks the label on. This is an automated system and your labels need to be supplied to suit the roll direction. There are 8 options for the roll direction.

**HOT TIP:**

If you're going for 'Third Party Machine Applied option', be sure to ask your manufacturer what their application specifications are for **roll direction** and core size.



## 7. Will your labels be exposed to the sun? And for how long?

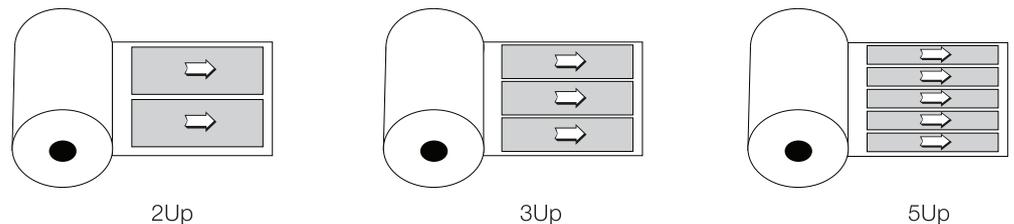
- Never
- Filtered sunlight on and off during the day
- Morning or afternoon sun
- All day full sun
- I don't know

**HOT TIP:**

Try to be flexible with your label width, depending on the roll width, it can have a big impact on your quote.

Finally, talk to the printer about the roll width.

The width of the roll dictates how many labels can be placed across the sheet.



## Print Quote Request Template:

**HOT TIP:**

*Label printers have LOTS of dielines from previously printed jobs that other people paid for. Always ask if they have a dieline that is close to your label size - you can save \$400-600 AUD for each one!*

Hi,

Could I please have a quote on the following:

**Job Description:** Product (refrigerated juice)

**SKU's:** Refers to the number of variants (ie: chocolate, vanilla, strawberry)

**Size:** (width) mm x (length)mm (the size effects the dieline)

**Colours:** You can ask for CMYK or CMYK + White under print or CMYK + PMS

**Stock:** Paper/White/Clear/Metallic (inform the printer if it must be oil and water resistant)

**Laminating:** Gloss or Matt

**Quantity:** 500, 1000, 2000, 4000 (always ask for a few quantities for comparison)



**FINAL TIP:**

*Paying for super dooper waterproof, plastic labels that won't fade will cost more than a paper label with water based inks that can break down in your compost bin.*

So now you know how to talk about labels like a professional.

You know how to prepare a label print brief and ask for a print quote with confidence. You can also refer to your **Preparing For Perfect Labels** anytime.



If you want to know more about designing a label you should check out my [label templates](#). Or else, email me directly about custom designed labels: [renee@evolvebranddesign.com](mailto:renee@evolvebranddesign.com) or call on 0419 731 460.

*Renee*

Lord of the Labels at Evolve Brand Design



### **BASIC LABEL TEMPLATES**

(click image to learn more)



### **PREMIUM LABEL TEMPLATES**

(click image to learn more)

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