

# Promotional Labels

Draw attention to products on-shelf and increase sales with premium, full color Instant Redeemable Coupons



**Promotional Labels** utilize the latest printing technologies to provide ultimate colors and graphic reproductions on Instant Redeemable Coupons. This allows the coupon to have maximum visibility on your product's package

## Benefits of Promotional Labels

- Promotes impulse purchases
- Differentiates your brand from the competition
- Promotes trial of a new brand

## Features of Promotional Labels

- The use of bold colors and high-quality graphics provides image clarity
- Coupons are die-cut and perforated to specification
- FDA compliant adhesives are available for food applications
- Coupons can have UPC Codes, Bar Codes or Sequential Numbers



Labeling & Packaging Division



## Promotional Applications

- Specialty Coupons
- Expanded Ingredients Lists
- Recipe Ideas
- Cross-Brand Marketing
- Rebates/Mail-In Offers
- Mini-Catalogs
- Test Marketing

## Equipment

Ask us about our machine rental program that automatically applies the coupons onto the product's package.

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## Primary Market Application

