INK SAMPLES

Standard inks used are high end flexo, designed to print on a wide range of materials, having very good water, abrasion and scratch resistance.

Lightfast inks provide the greatest resistance to destructive influences found in outdoor environments. These inks are made with automotive grade pigments.

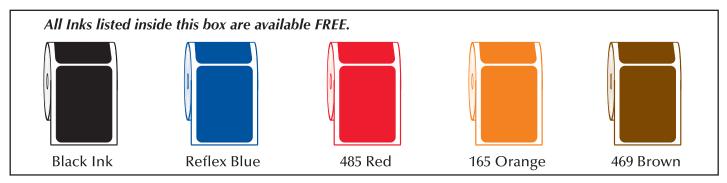
Pantone® **color matches** are available for an additional charge per color for new orders. If color is reordered within 1 year then the standard ink wash is charged.

Stock affects ink color. Ink color will not appear as sharp on uncoated stocks as they do on gloss or coated stocks. Samples available, please ask.

Ink density and shade will vary depending on label stock and background color.

The ink colors listed below are standard stock ink colors and are based on the Pantone® Formula Guide.

The colors shown are not exact color matches.



All Inks listed below are available at the standard ink wash charge for each color selected.



MATERIALS

We carry a wide variety of stocks to accommodate various applications. We will send you samples upon request for testing purposes.

PAPER STOCKS

WHITE HIGH GLOSS: A brilliant gloss coated stock features high strength and sharp graphics. *Also* available in cover-up.

WHITE MATTE LITHO: High quality matte coated paper that can be written as well as typed on. *Also available in cover-up*.

WHITE UNCOATED PAPER: A porous yet smooth stock that features good smudge resistance. Can also be written as well as typed on.

FLUORESCENT PAPER: A bright matte paper stock available in: pink, green, chartreuse, red, and orange.

BROWN KRAFT PAPER: Unbleached brown kraft, smudge resistant, mirrors common paper bag.

FOIL PAPER: Available in gold or silver to give a metallic look. Both are available in a bright or dull finish.

THERMAL TRANSFER: A ultra-smooth bright white coating that provides great image resolution and durability.

HALOGRAPHIC PAPER: A micro-embossed metallized paper with a two-dimensional halographic diffraction pattern.

DIRECT THERMAL: A smooth white paper suitable for use in a wide variety of direct thermal label printers.



FILMS

POLYESTER: Highly durable films featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. Available in

- white
- clear
- shiny silver
- matte chrome
- brushed silver
- voidable poly
- shiny gold
- brushed gold.
- silver imprintable

WHITE VINYL: Weather resistant stock which is both durable and flexible in harsh conditions. Good outdoor stability, prime candidate for bumper stickers. White vinyl is also available in destructible.

STATIC CLING VINYL: Available in clear or white, this stock adheres to glass and most smooth surfaces by static electricity. When the label is removed the surface doesn't have any film left behind from the adhesive. Static Cling is also a good material to use for window decals.

RETROREFLECTIVE: A silver polyester film designed to reflect light back to it's source.

KIMDURA: A smudge proof film that provides dimensional stability against the elements. An exceptional choice for outdoor and industrial labeling applications. Good chemical resistance.

BOPP: A clear or white biaxially oriented polypropylene film. For ridged containers where durability is needed.

TAMPER RESISTANTS

PAPER: Highly destructible litho stock.

VINYL: Matte white cast film designed specifically for security labeling.



CHOOSING AN ADHESIVE

Many adhesives are designed for a specific need or application. Although we always suggest testing, the list below should help you in choosing the right adhesive for your label job.

PERMANENTS: This is the standard used by us (unless noted otherwise). It is a general purpose, very versatile and has great adhesion to many surfaces.

STANDARD REMOVABLE: When you want a label to stick good, but still be able to be removed, this is the adhesive to use. Some limited time frames apply for removability of products. Check with customer service.

ULTRA AGGRESSIVE PERMANENT: A highly aggressive permanent adhesive ideal for difficult applications, such as wood and textured surfaces.

ULTRA REMOVABLE: This adhesive features a consistent level of adhesive, as well as long term removability and repositionability across a wide variety of applications. Labels can be removed and re-used several times. Many use this in place of static cling.

Most adhesives perform best when applied at room temperature to a clean, dry and dust free surface. For best service temperatures, please consult factory.

PROTECTIVE COATINGS

Recommended if your labels will be exposed to chemicals, abrasion, moisture, or outdoor use.

TYPES OF COATINGS

VARNISH: A liquid coating that increases durability to label. Protects against smudging, scuffing and modest chemical or moisture environments. Available in gloss for high sheen or matte for a flat finish.

LAMINATION: A film coating that offers the best resistance to handling, chemicals, abrasion and moisture You can choose a gloss or matte finish.

For outdoor environments, we have a lamination with UV inhibitors. This will extend the longevity of the ink and stock. Available in gloss only.

SELF-LAMINATING: A process where only part of the lamination is applied to the label, allowing the customer to fill in additional information, then self applying the rest of the laminate to the whole label. (Great for equipment inspection labels.)

DIE CUT, BUTT-CUT, SHEETED LABELS

Listed below are standard features offered. If a specification is not shown here, please call and one of our representatives will be happy to discuss additional options.

Die Cut Labels are available in circular, oval, radius or square corners and miscellaneous shapes. The gap between each label provides full bleed and automatic dispensing capabilities.

Butt-cut (Kiss Cut) Labels have square corners and no spacing between each label on the roll. Art cannot bleed off all edges of a butt cut. Allow a minimum of 1/16" border on all four sides. Not suitable for machine application.

Sheeted are individual labels with a pull tab on the face for easy peeling. For options feel free to ask.

Perforation can be added to many of our die cut labels.



ELECTRONIC ART: For the quickest turnaround, please supply your art in one of the following formats; Freehand, Illustrator, InDesign, Quark, Photoshop, Pdf or Eps. Include links and outline fonts or send fonts used.

ARTWORK TOLERANCES: If the copy does not bleed, allow 1/16" from edge of label. Minimum rule weight is 0.5 pt. We reserve the right to enhance type if necessary for better print quality.

CMYK PRINTING: Original files work best with all supporting files included. Pdf files will be accepted if links are provided. If a color match sample is available please send with job. For critical color matching we can provide a press proof for an additional charge.

PROOFING: Faxed proofs are sent for art that we set or change. We can send a pdf proof upon request. Keep in mind that computer monitor colors may vary from actual printed label. Proofing time may extend turn around.

FREE ARTWORK SERVICES: We can typeset from the copy you provide • Recreate camera ready copy • Add border, inset or bleed • Add bleed or reverse your artwork • Do minor touch up if necessary.

TYPESTYLES: The following are just some of our most popular fonts. If you have a specific font you are looking for please ask.

Arial	Commercial Script	Helvetica	Shelly Allegro
Arial Black	COPPERPLATE	Helvetica Condensed	Shelly Adante
Arial Narrow	Edwardian Script	Helvetica Black	Shelly Dolante
Brody	Garamond	Palatino	Tekton
Brush	Goudy	Papyrus	Times
Century Gothic	Goudy Handtooled	Script MT Bold	Zaph Chancery

BARCODES

We can incorporate a barcode to your label needs. Supply us with the numbers and type of code. High contrast is key in barcode scannability. Ink color, material and size affect the quality of the barcode.

All labels with barcodes are verified for accuracy, readability, and quality with a scanner at the press.

Generating a barcode is available with an additional charge.

These are samples of our most common barcodes.



County USA

805 969 2901 Keep chilled to preserve quality

rachel@whitneyranch.com

Net Wt. 6 oz

UCC/EAN128



COPY CHANGES

A combination run involves copy/plate changes. When ordering several copies of the same size and color label at one time, each additional copy is considered a "copy change" and subject to an additional charge. Ask about the cost benefits of combination runs today!

PLATES

We use flexographic photopolymer plates which provide excellent ink transfer on a wide range of materials. To maintain optimum print quality, unused plates over two years old will be remade and a plate charge will apply.

PRODUCTION TIME

Normal turn around time for new orders is 6 business days and 5 for repeat orders.

RUSH SERVICES

Are available contingent upon availability and subject to an additional charge. Prior approval is critical in order to adjust production schedules. RUSH fees are in addition to the actual label cost. Approved artwork received by noon will count as day 1. For the quickest turn time, all pertinent information will need to be included when ordering. Extra time needed to obtain data will result in delays.

SHIPPING OPTIONS

Standard Shipping: All orders will be shipped regular ground U.P.S. unless otherwise specified.

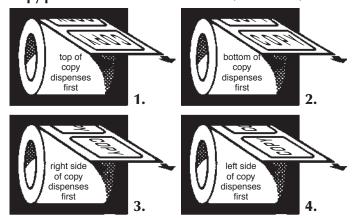
Overnight Shipping: Next day shipping charges will apply.

Drop Shipments may be arranged at the time order is placed except C.O.D. orders.

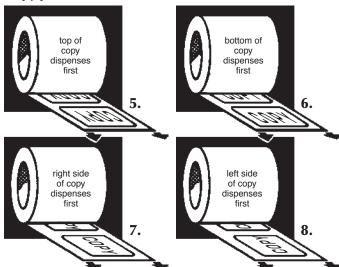
Second and Third Party Shipments: We can bill a second or third party account if the account information is provided.

COPY POSITION CHART

Copy position: 1-4 labels wound out (most common)



Copy position: 5-8 labels wound in (not common)



This copy position chart illustrates how labels are dispensed off a roll. Looking at the size description in the catalog will tell you the way the die is configured. The first dimension is always the web or roll width and the second dimension is the repeat.

Machine applied labels have critical copy position guidelines, please consult application requirements.

NOTE: Due to different die configurations, it is not always possible to follow this label dispensing guide exactly. Ask how we can address your particular copy position needs.

REWINDING/PACKAGING

How a label is finished depends on customer specifications. The following are standard.

Copy Unwind Position to come off the roll in a particular way (please see copy position chart above).

On rolls: Standard quantity per roll is 1000. We offer 500 per roll at no charge. 1" or 3" cores are available upon request.

Sheeted: Our standard packaging is 250 per pack. Most sheeted labels have square corners.

Fan-folded with or without pinfeed holes. Folded at 12" with 1,000 per package.







PRODUCTS

Address labels for envelopes or product.

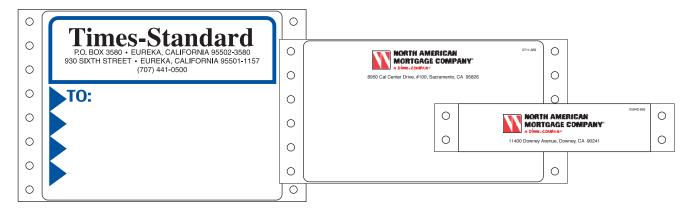


Bumper Stickers are typically applied to vehicle bumpers or rear windows and are manufactured in custom sizes. Made to withstand harsh environments, bumper stickers are printed on durable films using lightfast inks with a poly laminate for extended outdoor use. These labels have many uses, from product advertising, campaign slogans, or team promotions.





Computer labels have tractor feed to be used with a printer to produce a label for shipping or product information.



Coupon labels are composed of 2 layers of film. The base is a clear, barely traceable material that when applied is left behind. The printed coupon, once removed, has no adhesive backing.



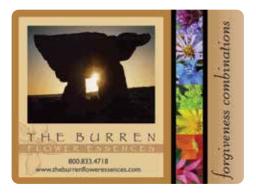




PRODUCTS

CMYK components are primary colors cyan, magenta, yellow, and black that are assigned screen values to reproduce a larger and more vibrant color range. When a broader spectrum of color is desirable, four-color process is the way to go.







Inside Window Decals have printing on the adhesive side. Used on clear surfaces to be read from the outside.

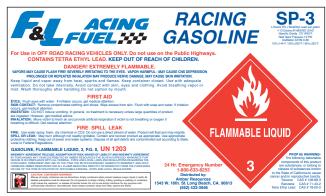






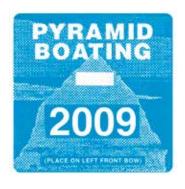
Durable labels are high performance polyester products with a balanced adhesion to a wide variety of surfaces including low surface energy. Meets demands of both indoor and outdoor conditions. Excellent chemical and UV resistance.





PRODUCTS

Hot Stamp labels printed with foils instead of ink add that special look to your boxes, bottles, bags, etc. Hot Stamp labels are available in all our stocks and a variety of foil colors. Consult our customer service rep. for colors available and prices for special foil colors.





Product ID / Prime labels are used to identify your product with ingredients, nutrition facts, or other important information.





Shipping labels used to address product for shipment or mailing.

C222359

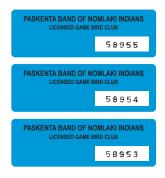
NET WE 8 OZ. (227g)

ENHANCED CAPABILITIES

Special added options to set your label apart

CONSECUTIVE NUMBERING

To keep track of inventory, vehicles, parking permits or various other items consecutive numbered labels will help you. Available in most of our sizes and a variety of foil colors.







DOMING

A liquid polyurethane resin that is applied to the top of your label giving a bubble like appearance. Has great weather and solvent resistance. Makes label about 25 mils thick.





EMBOSSED

Paper is best suited for embossing your graphics on. Raised imprinting will enhance the details of your label. Can choose any of our foils as a background.

For best results we recommend bold graphics and text no smaller than 9 point. Not recommended for outdoor use.





FOILING

Foiling evolves ink printed labels from simple tones to rich and glamorous intensity often seen in high end establishments. Ink is printed in simple to complex forms and foil is added to establish brilliant lines or logos. A very effective way to display signature signs, sayings, or headings.

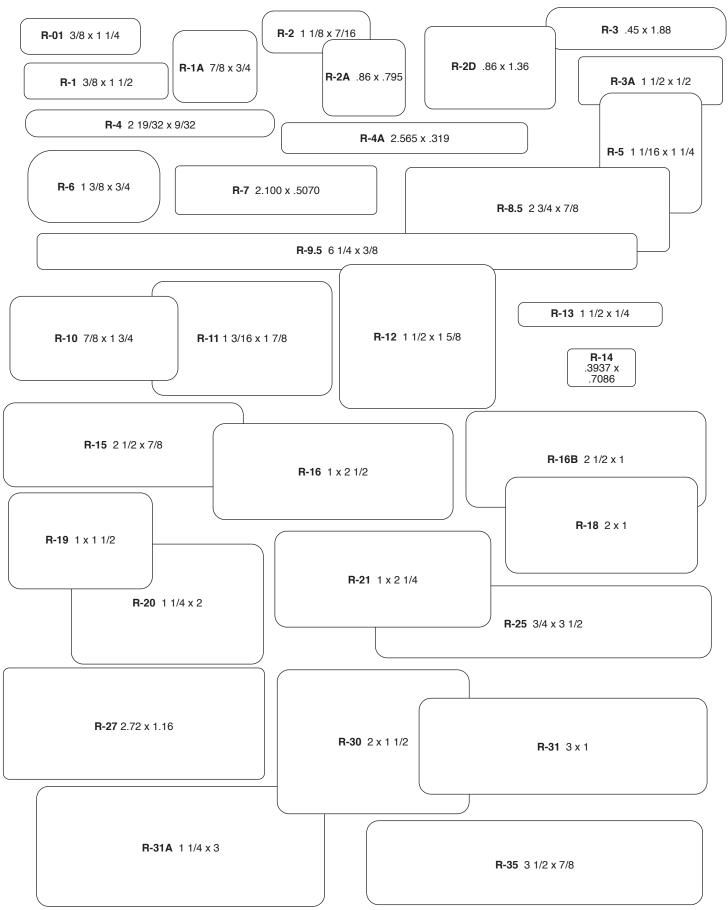


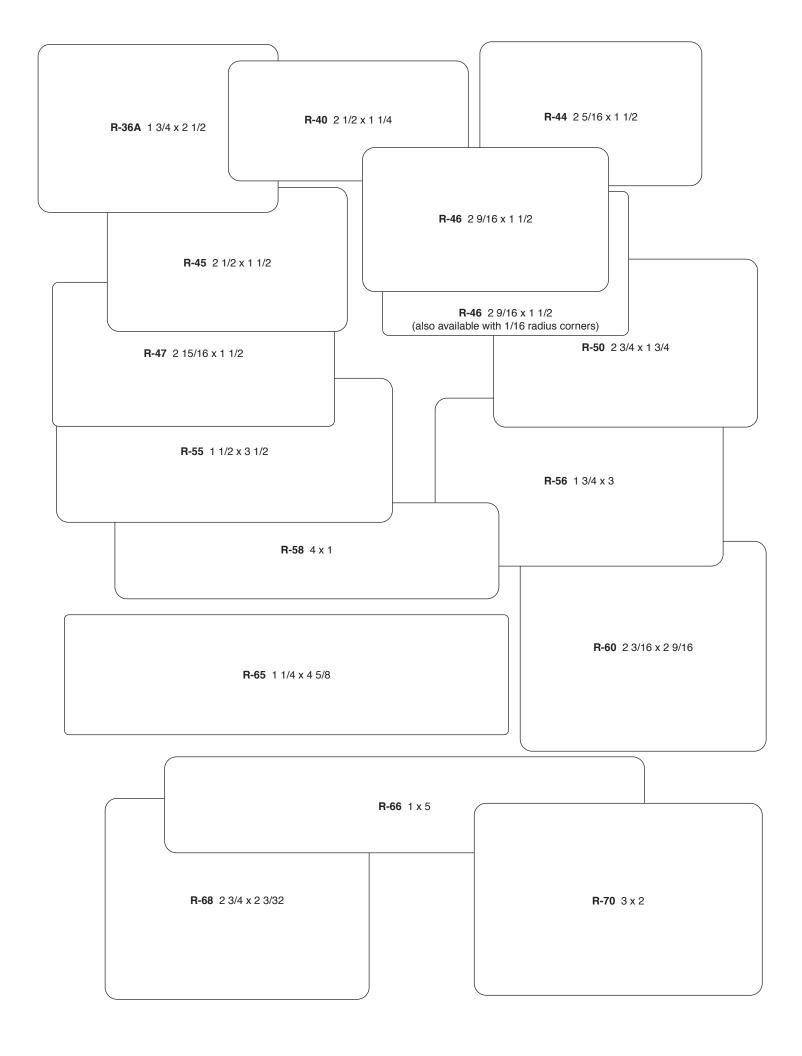


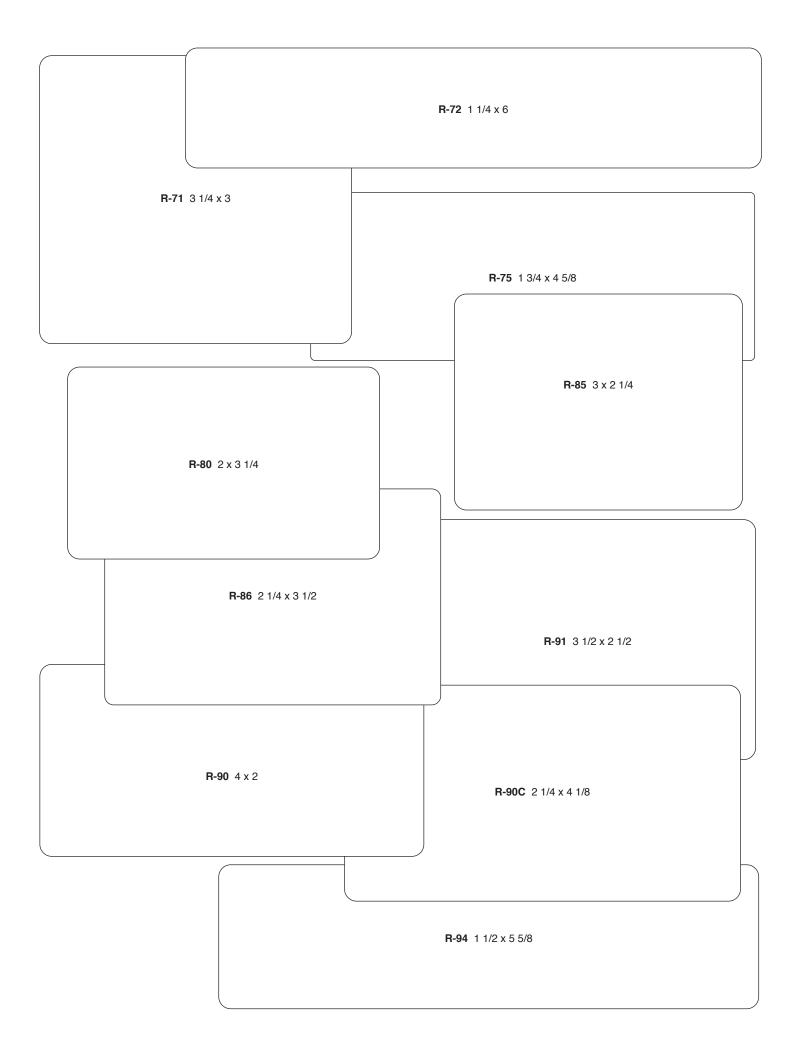


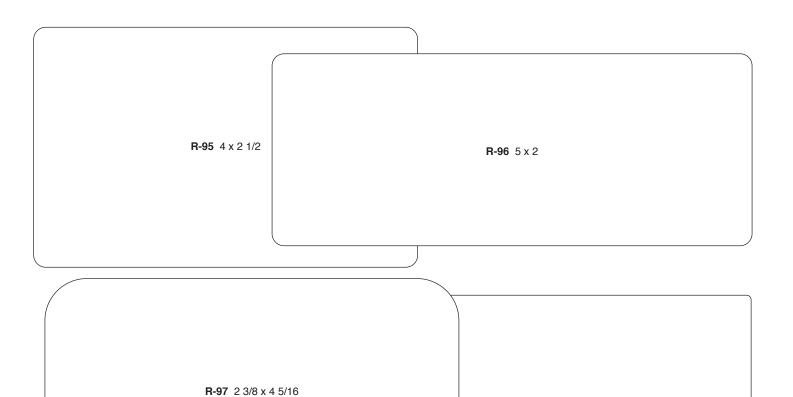


ROUND CORNER RECTANGLES (RCR)









R-100 4 5/8 x 2 3/8

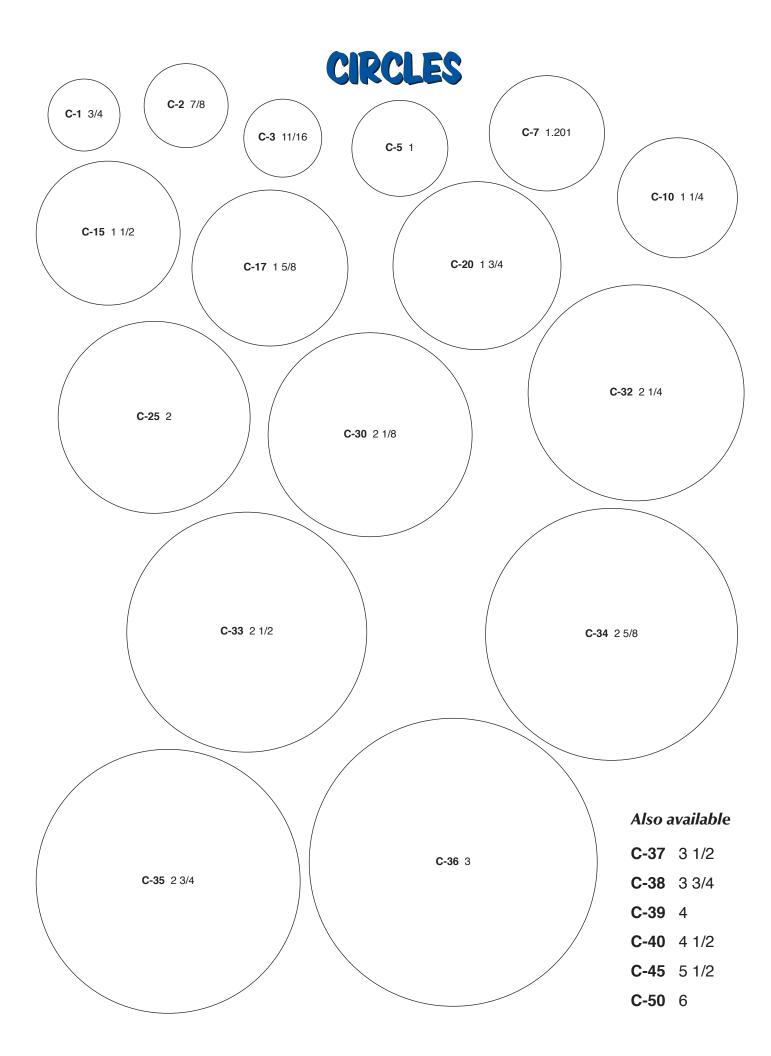
Also available with 1/8" radius corners unless noted are;

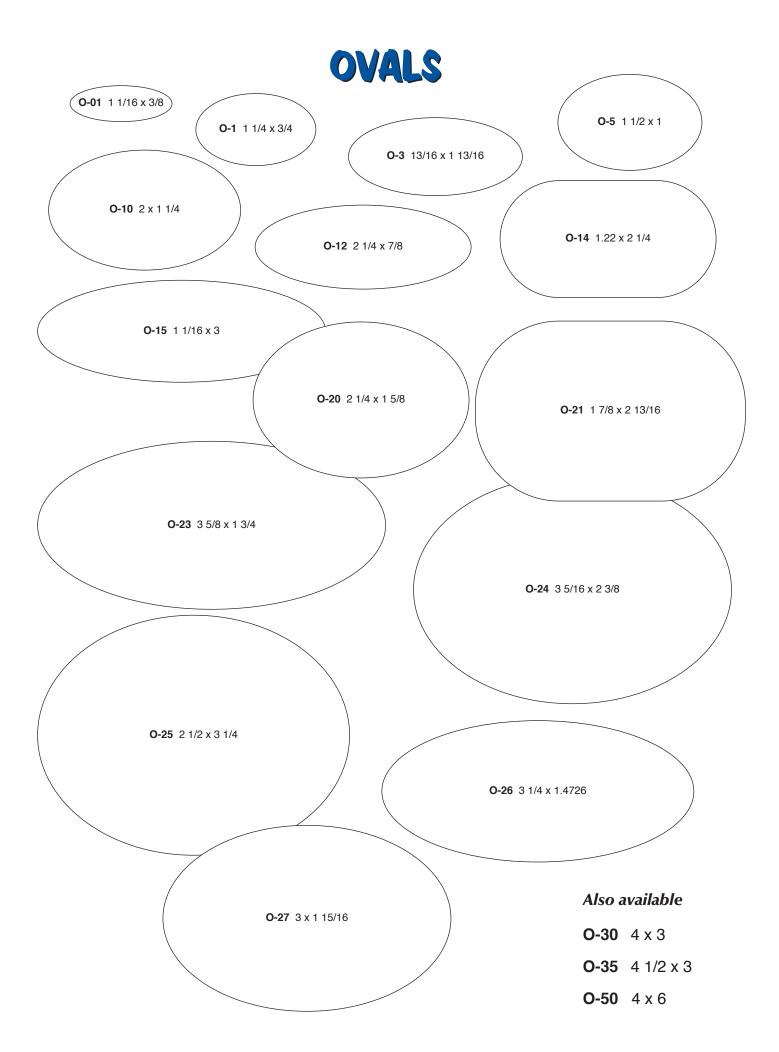
R-93	3 1/2 x 5 3/4 (1/16" radius)	R-121	2 5/8 x 7 1/2 (1/16" radius)
R-104	2 x 5 1/2	R-121A	3 x 7
R-105	4 x 3	R-121B	2 5/8 x 7
R-106	1 3/4 x 7	R-122	2 3/4 x 7 3/4
R-108	2 1/2 x 5 7/8	R-122A	3 11/32 x 6 19/32
R-110	2 x 6	R-122B	4 3/8 x 6 1/2 (5/16" radius)
R-111	2 x 6 9/16	R-124	4 x 6
R-111A	2 1/2 x 6	R-125	3 1/2 x 8 3/4
R-112	1 7/8 x 7 3/8	R-126	2 1/2 x 9 7/8
R-113	2 1/16 x 6 3/16 (1/16" radius)	R-128	3 x 9 1/8
R-114	2 1/8 x 6 13/16	R-130	3 1/2 x 10
R-115	5 x 3	R-132	4 1/2 x 8
R-116	1 3/4 x 9	R-133	5 x 8 Die sizes added regularly, added regularly,
R-117	2 1/2 x 6 1/2	R-134	
R-118	2 1/4 x 8 1/8	R-151	6 x 10 for specific need.
R-119	5 1/2 x 4	R-190	5 1/2 x 18
R-120	3 x 6 1/2	R-210	8 1/2 x 14

SQUARE CORNER RECTANGLES (SCR)

Sizes Available

SCR-100	1/8 x 7/16	SCR-310	2 1/4 x 5 1/4
SCR-110	1/4 x 3/4	SCR-320	3 7/16 x 3 7/16
SCR-120	7/8 x 1 1/4	SCR-330	3 7/8 x 3 1/8
SCR-130	1 5/16 x 15/16	SCR-340	3 1/2 x 3 1/2
SCR-134	4 7/8 x 13/32	SCR-350	2 5/8 x 4 3/4
SCR-140	3 1/4 x 11/16	SCR-355	4.72 x 2.76
SCR-150	1.89 x 1.772	SCR-360	2 1/2 x 5 1/4
SCR-160	3 1/4 x 1 3/16	SCR-370	4 1/4 x 3 1/4
SCR-170	.85 x 5	SCR-380	2 1/8 x 6 19/32
SCR-180	2 9/16 x 1 7/8	SCR-390	5 x 2 15/16
SCR-190	4 7/16 x 1 1/8	SCR-392	5 x 3
SCR-192	2 3/4 x 2 15/16	SCR-400	3 5/8 x 4 1/8
SCR-194	1 3/8 x 4 1/8	SCR-410	4 1/4 x 3.55
SCR-210	2.6 x 2.6	SCR-420	2 x 8
SCR-220	4 1/4 x 1 5/8	SCR-430	3 5/8 x 4 7/16
SCR-230	2 x 4	SCR-440	1 1/2 x 11 1/4
SCR-250	2 1/4 x 3 7/8	SCR-460	4 9/16 x 4
SCR-260	3 x 3	SCR-468	4 x 7
SCR-270	1 1/2 x 6 1/8	SCR-485	3 x 8 1/2
SCR-280	1 1/2 x 6 1/4	SCR-490	3 1/4 x 9
SCR-290	4 7/8 x 2 1/4	SCR-495	3 x 10 1/4
SCR-295	4 x 3	SCR-500	3 x 11
SCR-300	1 1/4 x 9	SCR-540	4 1/4 x 11

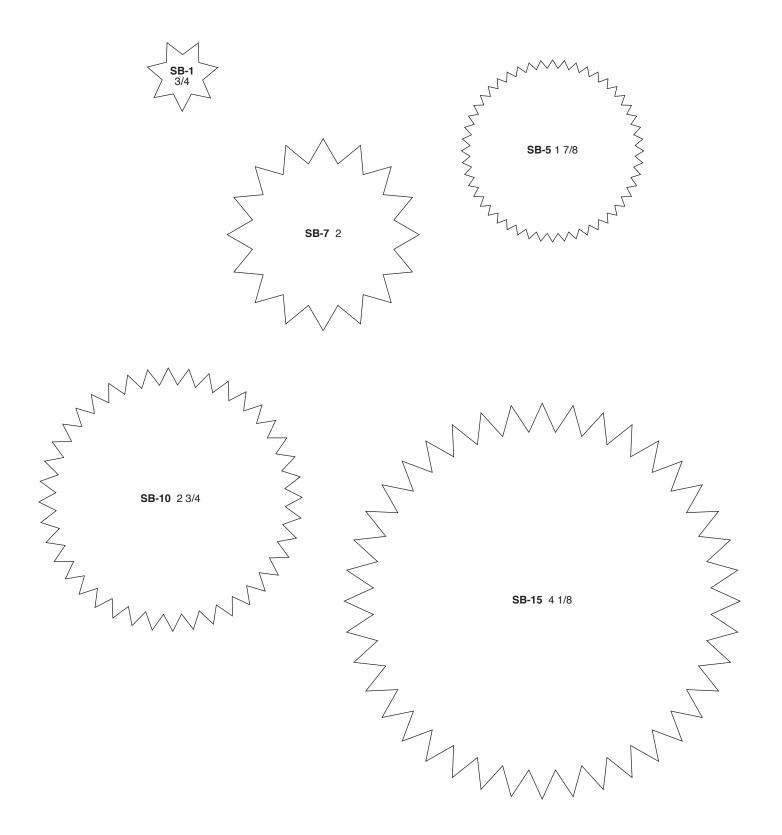




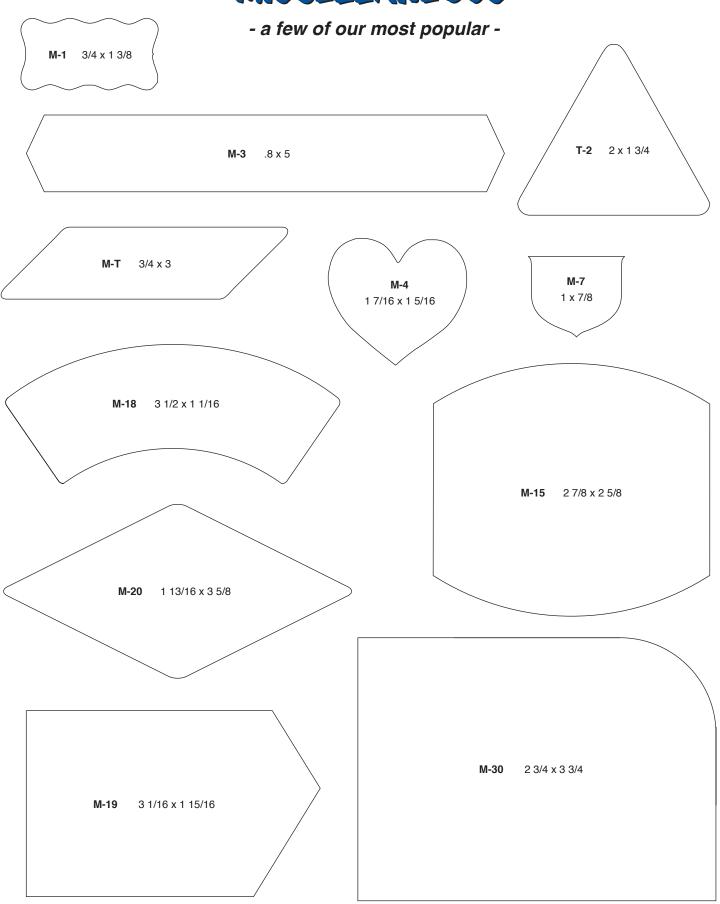
SQUARES

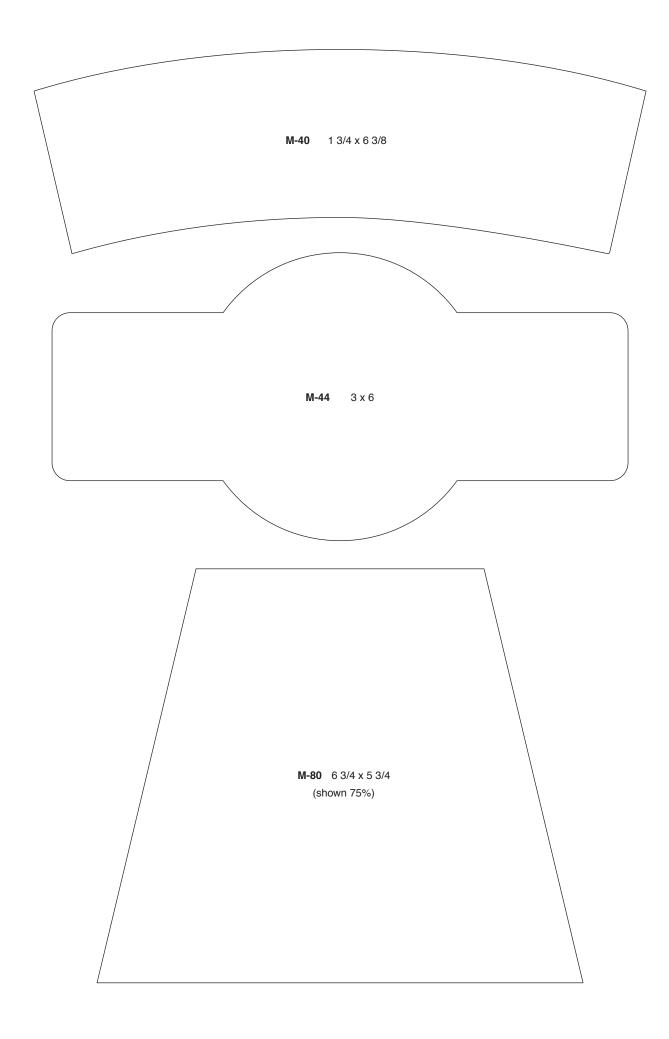
S-001 1 S-3 1 1/2 **S-01** 1 1/16 **S-1** 1 1/4 **S-1A** 1 3/8 **S-2** 1 11/16 **S-4** 2 **S-8** 2 3/4 **S-10** 3 **S-13** 3 17/32 Also available **S-5** 4 **S-20** 5 1/2 **S-25** 7

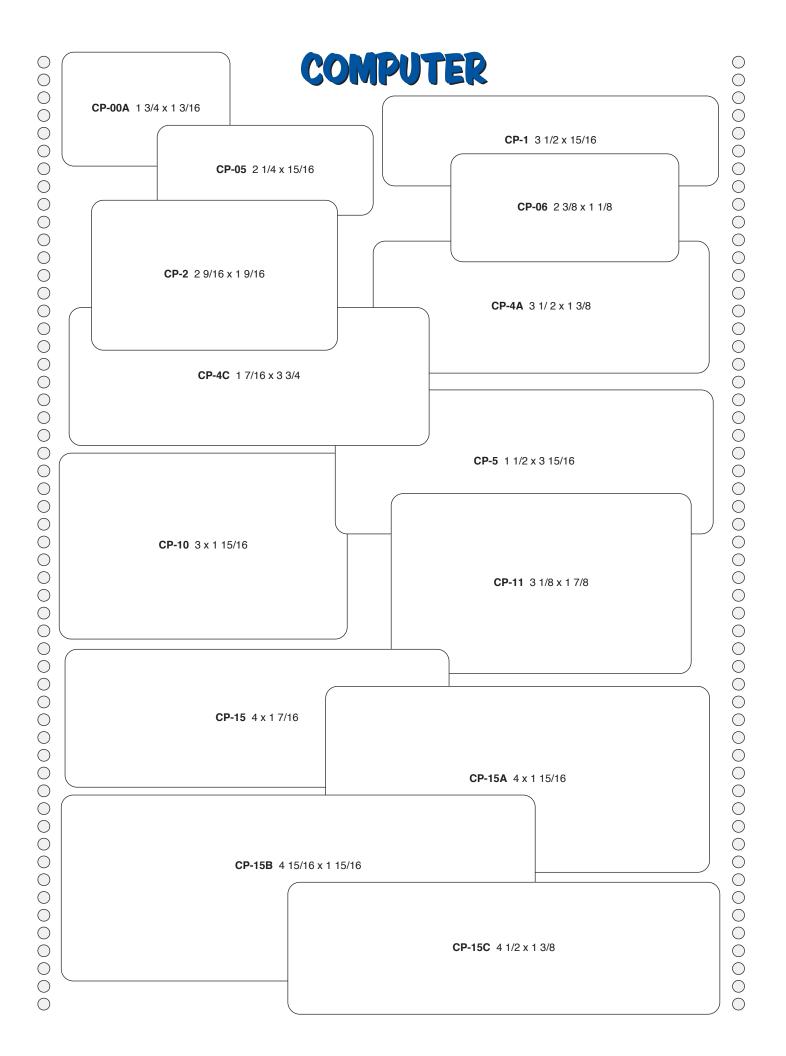
STARBURSTS

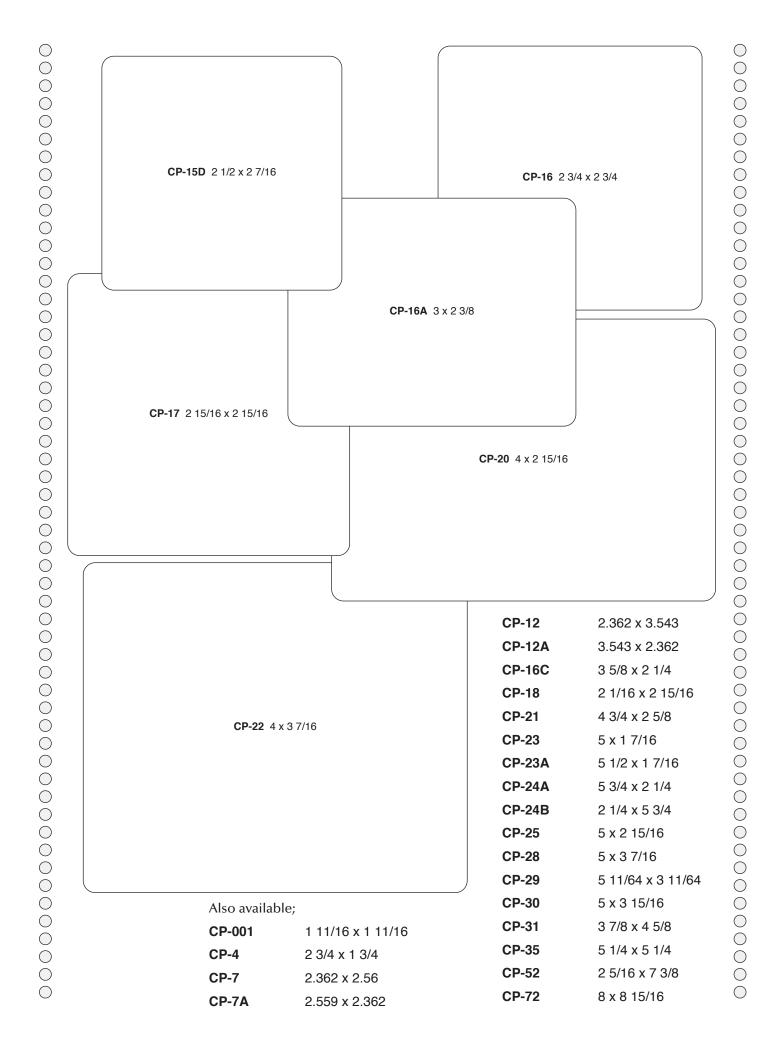


MISCELLANEOUS



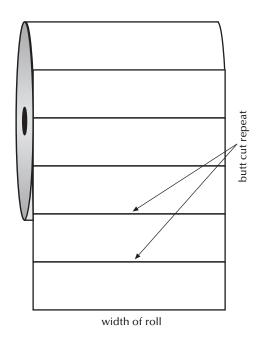






BUTT CUT SIZES

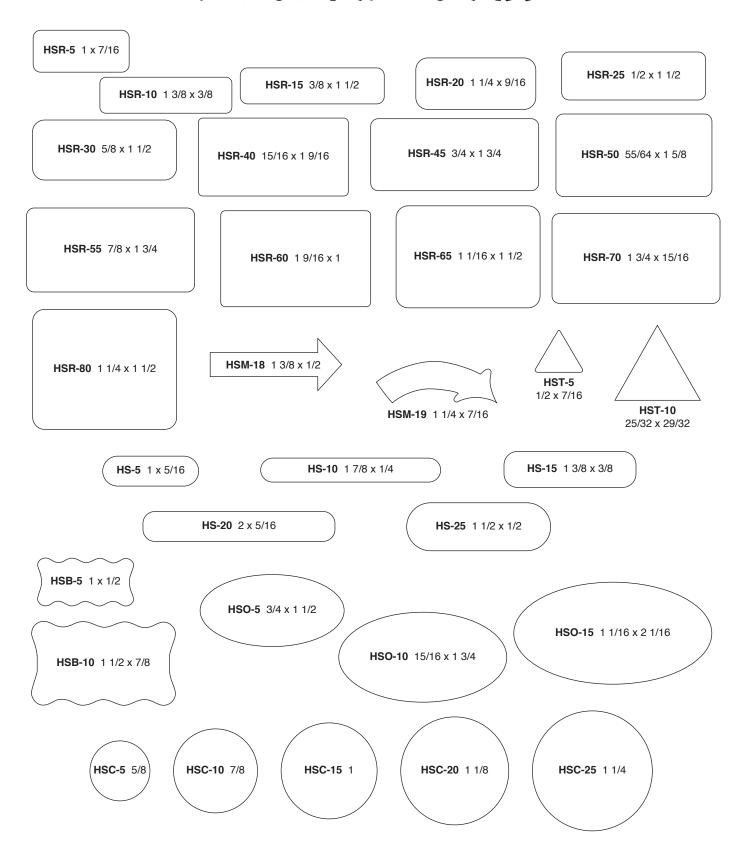
Butt cut sizes are listed below. The butt cut size would be the repeat and we can trim to any width from 1/2" up to the maximum for that size. There is no space between so the copy cannot bleed.



Butt Cut	Max Width
1/2	6 inches
3/4	7 inches
1	7 inches
1 1/2	7 inches
1 5/8	6 inches
2	10 inches
2 1/8	7 inches
2 1/2	6 inches
3	10 inches
3 1/2	6 inches
4	7 inches
4 3/8	7 inches
4 9/16	6 inches
4 3/4	7 inches

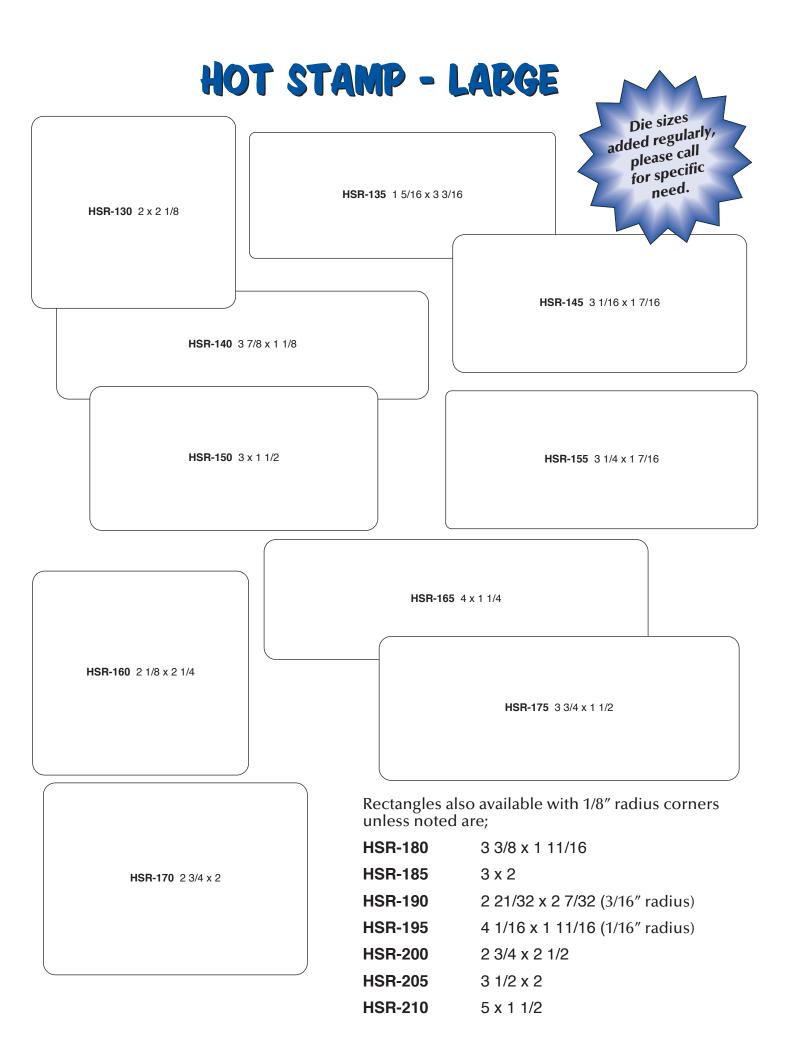
D 44 C 4	
Butt Cut	Max Width
5	7 inches
5 1/2	7 inches
6	10 inches
6 9/16	6 inches
6 3/4	7 inches
7	10 inches
8	10 inches
8 1/2	10 inches
9	7 inches
10	10 inches
12	10 inches
13	10 inches
18	10 inches

HOT STAMP - SMALL

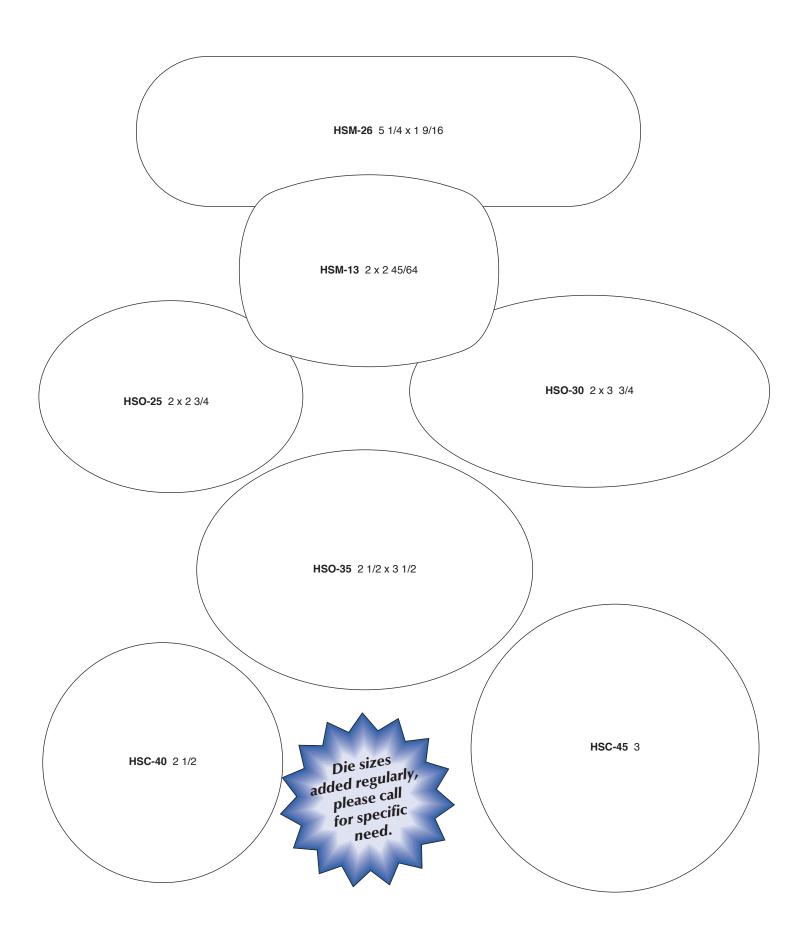


HOT STAMP - MEDIUM

HS-30 2 1/2 x 1/2	HSR-35 3/8 x 3 3	3/8
HSR-75 2 1/8 x 7/8	HSR-85 2 x 1	HSR-90 7/8 x 2 1/2
HSR-95 5/8	x 4	HSR-100 2 1/2 x 1
HSR-105 2 1/16 x 1 5/16	HSR-110 2 x 1 1/2	HSR-115 3 x 1
HSR-120 3 x 1 1/4	HSR-125 2	2 1/2 x 1 1/2 HSC-30 1 1/2
HSTCR 1 3/4 x 1 13/16	HSM-1 1 1/4 x 2 9/16	HSC-35 2
HSB-15 1 x 2 1/16	HSB-20 1 1/4 x 2 1/16	HSO-20 2 1/4 x 1 5/8



HOT STAMP - LARGE



HOT STAMP - X-LARGE

HSR-215 3 x 3 HSR-220 2 x 4 13/16 ~ available with 1 print color max. ~ HSR-230 3 x 4 HSR-225 2 3/4 x 4 HSR-235 2 x 6 ~ available with 1 print color max. ~

HOT STAMP - X-LARGE

HSR-240 2 3/4 x 5

 \sim available with 1 print color max. \sim



HSR-245 3 1/2 x 5

~ available with 1 print color max. ~

HST-15 5 5/8 x 2 13/16

~ available with 1 print color max. ~

CUSTOMER TOOLS

Helpful tools

CONVERSION CHART

FRACTIONS	DECIMALS	MM
1/8	0.125	3.175
1/4	0.25	6.350
3/8	0.375	9.525
5/8	0.625	15.875
3/4	0.75	19.050
7/8	0.875	22.225
1	1	25.400
1/16	0.0625	1.587
3/16	0.1875	4.762
5/16	0.3125	7.937
7/16	0.4375	11.112
9/16	0.5625	14.287
11/16	0.6875	17.462
13/16	0.8125	20.637
15/16	0.9375	23.812

FRACTIONS	DECIMALS	MM
1/32	0.0312	0.793
3/32	0.09375	2.381
5/32	0.15625	3.968
7/32	0.21875	5.556
9/32	0.28125	7.143
11/32	0.34375	8.731
13/32	0.40625	10.318
15/32	0.46875	11.906
17/32	0.53125	13.493
19/32	0.59375	15.081
21/32	0.65625	16.668
23/32	0.71875	18.256
25/32	0.78105	19.843
27/32	0.84375	21.431
29/32	0.90625	23.018
31/32	0.96875	24.606

RADIUS CORNERS

