



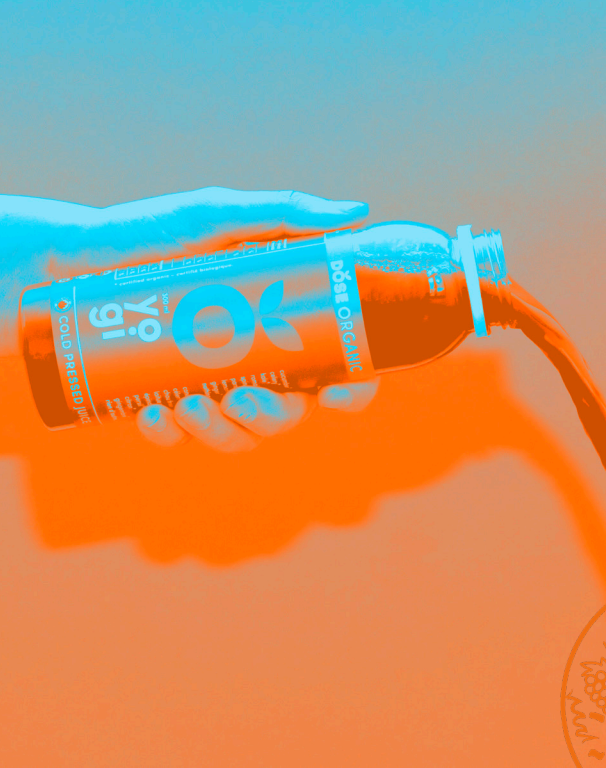
**PRINT IS EVERYWHERE**



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# ALL ABOUT THE THINGS THAT TICKS

Print's purpose isn't just for aesthetics, it forms the fundamental expectations that we have in our daily life. We've grown accustomed to easily finding information about our products before we buy them. We find the size for our clothing with tags, read the ingredients to our food with labels, and checkout at the register with barcodes. The practicality of print is profound because without these essential tools, our world would slow down to an unbearable pace. The simplest things we often take for granted, can actually be lifesavers.



## PACKAGING

Print plays a huge role in promoting products. The more enticing the package, the more likely a consumer will pick up the product. Print is vital when it comes to conveying information; the product's origin, brand name, ingredients, instructions, shelf-life and disposal.

Whether it's the plastic label around a water bottle, or picking our favorite condiments, labels help us identify which product suits our individual needs. Imagine purchasing a gallon of milk and not knowing when it expires? The

information we need is right in our hands and on every shelf.



## TELL THE WORLD WITH A STICKER

Stickers share our messages with the world. From laptops, to water bottles, to the bumpers of our cars, stickers are the perfect way to decorate our belongings and tell our personal stories. Stickers share who's involved, what music they listen to or what they are passionate about. A sticker like "I Voted" can spread awareness and spark a conversation, while a "My Name Is" sticker acts as an introduction. Stickers share ourselves with the people around us.







## CLOTHING TAGS

Labeling is critical to the selling process. Imagine purchasing a new pair of jeans where the size is not shown, or if it were displayed where the world could see! Clothing gets frequently worn and washed, versus a cereal box that sits on a shelf, requiring expert label quality and management. Care labels include important time-and fabric-saving details for how to care for our garments. Labels ensure we purchase items meant for us.



# DID YOU KNOW?



## Bring Back Scratch N' Sniff Stickers!

Scratch N' Sniff stickers are truly a phenomena unto themselves. A company called The Stink Factory has outrageous lines of stickers that are on-point and old-school. From classics like bubble gum and grape to inventive scents like race car and chili, there's a scratch n' sniff for every taste!

## The Stickers On Fruit Are Edible?

While virtually every piece of fruit in the produce section of your grocery store has a little sticker on it, I bet you haven't really given them a lot of thought. Did you know those stickers are edible? Yes! If you accidentally forget to peel it off before your first bite, no worries. We do recommend that like the fruit, you should wash them before you eat.

## If You Like It, Then You Shoulda Put a Label On It

Over the course of 200 years, Americans have grown to rely on the labels provided to us as consumers. Labels give us everything from ingredients, to instructions, to which hot sauce is spicier than another. The first product labels were seen in the drug market, and were used to label pills. In the late 1800s manufacturers began printing labels in color, which created a widespread phenomenon of product label printing. It wasn't until the 1980s, when the barcode was created, that labels became an essential component of the buyer's experience.

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TAG & LABEL

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