

SAVE TIME & COSTS
WITH OUR LABEL SOLUTIONS

Xact
LABELS
Our name says it all



» Guide to successful labelling

THE ESSENTIALS OF YOUR BUSINESS



Labels Delivered on Time

In the wine industry ingredient information is often available a few days before delivery so lead-time must be short.



Brand Development

A strong brand would ensure you surpass your competitors. Your logo and story should stick in their minds!

Product Quality

The Label is the ambassador for the drink. It should emphasize the quality of the product, its class and the benefits to your market simply and effectively.



Shelf Appeal

With a million bottles in an aisle you must stand out amongst your competitors in supermarkets, liquor stores, bars and restaurants.



Product Life Cycle

The environmental footprint your product leaves is becoming more important. You must be able to recycle or reuse!



Reliable Labels

It is important your customer gets the entire experience of the product in all conditions. Labels should stick from the freight container to the ice bucket.

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www.xactlabels.co.nz

>> Xactly our solutions!

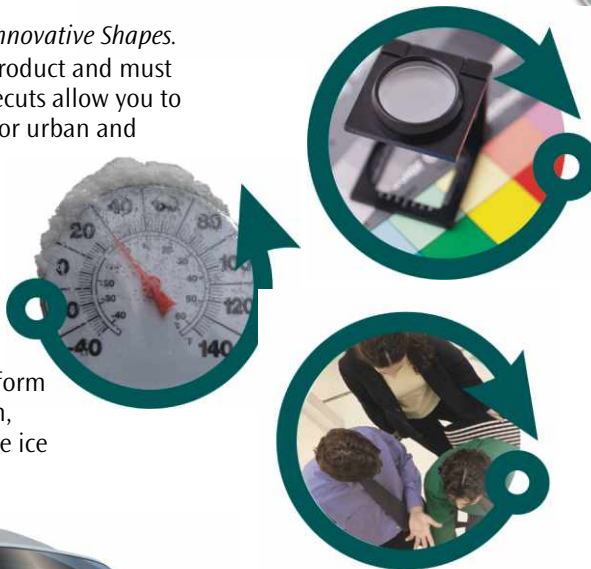
Stock: *Holographic, Foils, Synthetics, Laminates, Varnishes.* The essence of the label should be robust and alluring. These suggested stocks and laminates would enhance your shelf appeal and promote your brand.



Booklets: *Xpeel, Xpanda.* Tell your story effectively and advertise related products. Include recipes for cocktails and promotional discounts to ensure that you always add value to the product.

Die Cuts: *Standard Designs, Innovative Shapes.* The label should describe your product and must call to **your** customer. Special diecuts allow you to go for elegant and sophisticated or urban and funky.

Adhesives: *Freeze Proof, Wash-away and Repositionable.* Labels can be applied at low temperatures and on mildly condensed or recycled bottles. These adhesives ensure they perform well during filling, transportation, chilling, pasteurization and in the ice bucket immersed.



Inks: *Metallic Inks, "Glow in the Dark".* Your Brand and logo will surely stand out with these inks. The contents, its class and your story will be a pleasure to read.

Xpert Services: *Pre-cut Blanks, Testing and Design Advice.* We will help you with design to incorporate your regulations, story and brand and test it in application. We pre-cut your blanks to ensure labels arrive when you need them.



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