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When it comes to manufacturing and marketing your products, custom packaging labels have an important role to play. Custom labels virtually communicate the productâ€™s message to its targeted consumers. If the custom label catches the consumersâ€™ eyes over the ones beside them in supermarkets, then theyâ€™re doing their job.

Poorly designed and executed custom labels are nothing but an unnecessary expense and cause consumers to ignore products altogether. But when applied properly, they can make sales rather than break them. Custom labels can also boost productsâ€™ market values or even establish brand reputation. In short, custom labels that resonate with customers have the potential to make your products stand out brilliantly.

That being said, itâ€™s important to get the labels designed and produced by a reputable printing company, especially one that specializes in your productsâ€™ area of expertise. Traditional paper label printing is giving way to newer alternatives since labels printed on sticker papers donâ€™t always last as long as they should. Today, more custom product labels are printed on either standard vinyl or sticker paper stock.

Vinyl label printing was developed to eliminate some issues typically encountered with paper label printing. Vinyl is a sturdy material that can withstand extreme cold or warm weather conditions, and is water resistant to boot. Labels printed on vinyl retain their colors and take longer to fade. For this reason, vinyl is not only used for package labels but also for outdoor printed materials like banners, decals, stickers, and signs.

Contemporary custom labels are often printed with adhesives to make them more convenient for use. These labels can be easily applied on products, as opposed to traditional processes in which labels are printed before adhesives are applied to them. Adhesive-label printing has since become more efficient, resulting in growing demand among various industries.

In the past, custom labels with full color prints were expensive and took more time to prepare, causing people to print them using only one color or in black and white to save on production costs. At most, companies only did 2-color printing to help maximize production value and eventual profits. Online printing has since allowed companies to print labels with as many colors as they allow.

Since that time, vinyl custom labels are being used by many companies around the world. They can withstand severe weather, are easy to stick on products, and also cost effective. Read more about them at About.com.

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