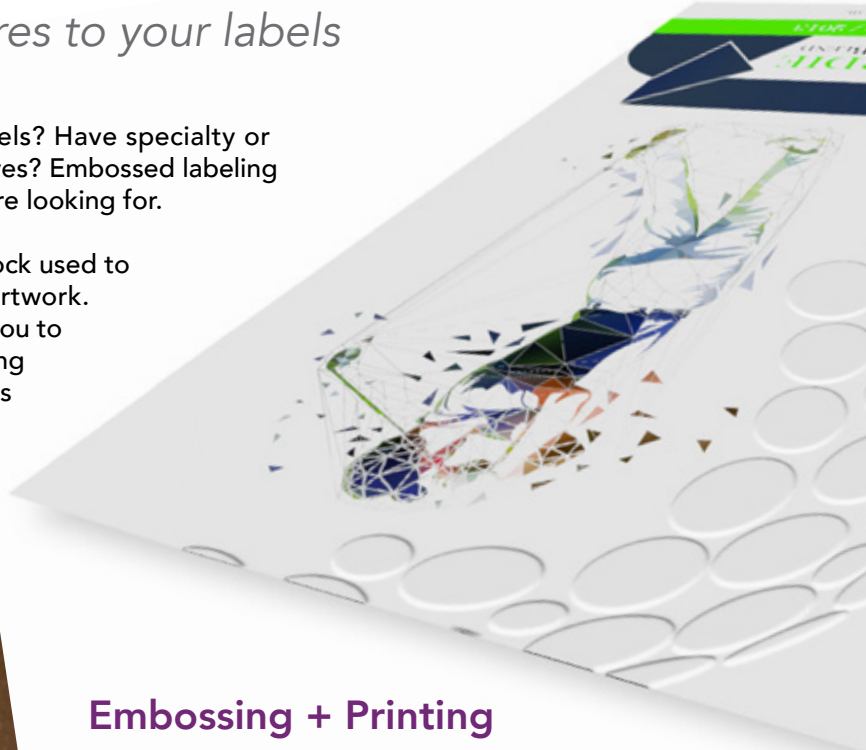


THE POWER OF EMBOSSED LABELING, A NEW SPECIALTY PRINTING FEATURE

Add unique, customized features to your labels

Looking to add a unique look and feel to your labels? Have specialty or limited-time products you need to POP on the shelves? Embossed labeling can provide you with the premium appearance you're looking for.

Embossing adds a textured feel to the label face stock used to accent or highlight certain elements in the label's artwork. Performed on a press, embossing capabilities allow you to enhance artistic images while printing as normal using artwork corresponding to the embossed impressions where perfect registration is not a requirement.



Embossing + Printing

Combine your artwork with the technical capabilities of an AstroNova printing solution. Inkjet printing technology coupled with water-based, inkjet-coated label materials is perfectly suited for embossing due to the non-contact nature of the technology and the absorbent nature of the instant dry coating AstroNova materials provide.



Materials

Optimal solution: GetLabels White Satin Polypropylene – equipped with a unique, thick liner, this material is designed to withstand the embossing process and is capable of retaining shape for extended periods.

There are also a wide array of other label materials and tags offered through GetLabels for water-based inkjet printing that are designed to be stiff and withstand moisture, abrasion and UV rays that may be a viable solution for embossing.



www.astronovaproductid.com



www.getlabels.com

Toll-free: 877 757 7978 | +1 401 828 4000 | info@astronovaproductid.com

Offering a full suite of industry-leading tabletop printers to high volume presses and the widest variety of labels and substrates for inkjet and toner-based solutions.