

FOOD & BAKERY GUIDE

Ordering guide & need-to-knows for your business

LABELS & TAGS



Front & Back Labels – Often used on clamshell style products, your front label communicates your brand and the product inside, while the back label contains nutritional info, barcodes, and more. Ordering these labels at the same shape and size allows you to take advantage of combined pricing over multiple skus!

Bottle & Jar Labels – Perfect for sauces, dressings, jams and other products that come in bottles and jars. One label wraps around your container with an appealing front panel and more information found on the sides.

C-Wrap Labels – C-Wrap labels are one label that is applied over the front, opening, and the back of your container (often found on trays, clamshells, and more). This style provides the branding and information of a front & back option, while adding in security. These labels are typically made of paper for end-user tearing, and/or come with a perforation for easy access.

Hang Tags – Hang tags typically come as one label with a hole punch. This label is folded over packaging and sealed to allow packaging to hang on store shelves.

Thermal Transfer / Direct Thermal – These printable labels allow you flexibility in your skus, ingredients, and more. Often, these are supplied with a full color logo, then the content information can be added later via your thermal transfer or direct thermal printer. Need a printer or ribbons? We can help you source the best option for your business.



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FLEXIBLE PACKAGING



Flow-Wrap & Wrappers – Flow-Wrap will form and fill to the desired use of the product. Popular examples would be bar wrappers and candy wrappers, but there's plenty of uses for flow-wrap! Ask us for a template to help you design your next wrap project.

Paper – Paper can come on rolls or in a cut & stack finish. Popular uses for paper are Chocolate bar wraps, egg carton labels, and more. Paper can offer a high-end, eco-look to your product.

Lidding Film – Lidding films can be used as a coverage for containers that can be peeled up or cut to gain access to the product. Lidding films are often used on containers, under a lid. It's a great way to add security and can be a fun opportunity for additional branding.

Pouches – Pouches are formed and provided to the end-user to be filled. We offer customization, in printing, sizing, and sealing. Pouches can come with a gusset for a stand-up ability, flat single use, zippered and tear-able. Pouching MOQ starts around 7,500ft per sku. Ready to see your design on a pouch? We offer 3D visual renderings and physical prototypes.



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Need-to-Know

When ordering your labels & packaging, your printer will need to know key information to give you the right fit.

What temperatures are the labels subjected to? Stored in a freezer, applied to frozen product, exposed to heat, etc. For flexible packaging – Is the film-heat sealed or cold-sealed?

Are your labels hand or auto-applied? Labels that are automatically applied will need specifications included to be compatible with the equipment used. We will need to know the unwind direction, the roll size, core size, and may require material testing.

Material & Finishing – If you have any material preference such as poly over paper, if you're looking for a no-label clear look, or an eye-catching metallic look, be sure to let your us know. Finally, if you want a gloss or matte finish, or even a combination!

Before you print

- You will always receive a PDF proof for content and design approval before printing.
- We offer GMG print outs for 4-Color-Process Color Checking, and ink-drawdowns for Spot Colors.
- Digitally printed products have the option of a physical printed proof – Ask your rep!
- 3D Visual Renderings – Want to see how your design will look when fully formed or packaged? We can help you with a 3D visual rendering of the final product.
- Prototyping – Relm West offers physical, digitally printed prototypes. These are great for debuting new looks at Expos & Tradeshows!

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