

CASE STUDY EXTENDED CONTENT LABELS

Supply Chain Simplification

THE GOAL:

Reduce the label supply chain complexity for essential oils manufacturer for global distribution.

THE CHALLENGE:

In today's global marketplace, brands need to provide country-specific necessary content and marks on their labels, increasing sku complexity and inventory costs.

THE SOLUTION:

Booklet or extended content labels (ECLs) solve a variety of demands for additional informational space for a wide range of markets by providing extra room through the use of multiple pages. An ECL is usually an offset printed booklet laminated to a die-cut pressure-sensitive base.

A multi-page label will easily accommodate the multilingual requirements for global distribution while maintaining the same space as a single-ply label. Multiple pages allow companies to lower SKU count by consolidating languages onto one label, eliminating the need for a different label for each country. Extended content labels are the perfect solution to reduce manufacturing and distribution costs due to combined SKUs.

ECLs can include unique die cuts, rotary screen, foil stamping finishes, variable text, and sequential numbering.



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