



apeel

A major national food manufacturer needed an innovative solution for a re-sealable label.

The problem was devising a label that enhanced their corporate image, maintained their brand colours and was effective in its application. Problems with colour matching were proving difficult to overcome. Label Apeel, at the forefront of cold foiling technology, have produced a clear label that carries the company's brand and allows the corporate colours to remain completely consistent. Additional benefits of using cold foiling are increased speed of production and greater energy efficiency, saving both time and money.

Driver's Pickles needed to update its image and re-brand the company. Their labels were old fashioned and dated. They wanted something that was more colourful and appealing to their customers. Label Apeel worked with them to come up with bright new designs and shapes that would make their products stand out on the supermarket shelf. The results proved highly successful. The company have increased their sales significantly and re-positioned the brand and are continuing to gain market share.



A national travel agency found they were holding a huge stock of labels at their central office, costing them money and using resources.

Label Apeel worked with them to re-organise the logistics side and now distribute the labels directly to the branches in the right quantities and when they need them. This has helped the customer by saving both time and valuable resources.

Several major retailers with branches all over the country needed labels specific to those branches. Label Apeel spent time understanding how the labels were being applied by the staff and now provide the labels printed and delivered for each branch and finished in a format that makes them much more user friendly and efficient to use.

A national logistics company wanted to keep track of every consignment and identify from which distribution centre it was being handled.

By providing sequentially numbered rolls of labels specific to each distribution centre Label Apeel has helped them provide a far more secure and efficient service to their customers.

Label Apeel produce more than labels – they start with understanding what their customers want to achieve and then work back to producing the label

...with unlimited
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