



Promotional labelling.

HOW MANY TIMES has a promotion been started and then near-instantly is pulled or changed, leaving numerous amounts of printed cartons that have to be scrapped?

Or short run “specials requiring a flash or extra marketing message in parallel or additional to your main production runs?

At Trenton Box we have come across this problem and cost many times, and felt that we may be able to offer up a solution to reduce cost and simplify supply chain issues.

Cartons that were premium priced due to smaller order volumes and recurring repro costs and make ready costs may be a thing of the past.

We have a solution that is both cost effective and user friendly.

We have now successfully trialed our “promo labelling” facility, with excellent results of both speed and accuracy, offering the flexibility you may need.

The latest addition to Trenton’s capabilities: a facility to print labels and apply on line as the cartons are glued and finished. Primarily for promotional or corrective activity, labels printed in up to 5

colours can be applied at speeds up to 10,000 per hour and within up to 1.0 mm accuracy as part of our normal manufacturing process, subject to carton size and construction and location of label on pack.

Save cost and trouble, manufacture in bulk, call off in smaller promotional quantities!

Briefly,

Label print process:

- Max Print Width – 250mm
- 4 X Colour letterpress with 1 Varnish
- 5 X Colours with no varnish
- Flat bed die cutting for economic and rapid set up costs
- Rotary production for subsequent ease of auto application

Application process:

- Max Label Width – 55mm
- Min Label Width – 10mm
- Max Label Length – 250mm
- Min Label Length – 10mm
- Tacho driven for best accuracy and positioning

Key Benefits

Flexibility to move standard designs quickly over to promo activity, price mark or flash to call off as required, minimum stock risk. Potentially replacing the need for bespoke short run printed cartons with longer run over-labelled – benefiting with:

- Reduced set up costs
- Reduced unit cost
- Reduced wastage

Ask for a quote!

Trenton Box Co Ltd

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