

Attract new customers with on-pack offers and promotions.

SPECTRA COUPONS ON-PACK PROMOTIONAL LABELS



•Instant Peel Off Coupons

Put your product "On Sale" to boost sales and attract new customers.

•SpectraFold™ Multi Page Coupons

The perfect format for recipes, rebates, mail in offers, or any combination of these.



Get a jump on your competition with promotional labels from SpectraGraphics. On-pack promotional labels are a proven method to increase sales volume and profits.

SpectraGraphics' instant peel off coupons give your customers an "on the spot sale price". And coupons give you the flexibility to promote in an individual store or region. No need to be on sale everywhere – just where you need to be.

SpectraFold™ Multi Page Labels give you that

extra room to put recipes, rebate forms, mail-in offers, etc. on your product. The more ways you can show your customer how to use your product, the more they will buy.

There's a SpectraGraphics' on-pack label for all of your promotional label needs. From one color to process color. From 1 page to 32 pages.

SpectraGraphics labels are 100% Guaranteed to perform to your satisfaction and are backed by SpectraGraphics' 25 year history of excellence.

SPECTRAGRAPHICS
Label Systems

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SPECTRA COUPONS

ON-PACK PROMOTIONAL LABELS

Product Specifications

SpectraFold™ Multi Page Coupons

- General Construction – SpectraFold™ Multi Page Coupons are manufactured by an efficient one step process. The folded piece is printed on both sides and then folded in-line and attached to the pressure sensitive base label with a clear pressure sensitive laminate. The laminate may be perforated to allow easy removal of the folded piece. The base label is a minimum of 1/4” larger on two opposite edges to allow the laminate to attach the folded piece. The fold lines of the attached piece always run parallel to the label web.
- Base Label Materials – A wide variety of face stocks and adhesives is available for every application. Face stocks include paper, clear plastics and foil. Adhesives are available for HDPE containers, glass, corrugated, steel and film, in all temperature ranges.
- Ink Colors – A total of nine ink colors may be printed. The base label may be printed or unprinted.
- Pages Available – Folded pieces have from two pages (one panel printed both sides) to 8 pages (four panels printed on both sides). Minimum width from fold to fold is 1.75”. Maximum width of the unfolded piece is 13”. The height of the folded piece (the dimension in the web direction) can be any size between 0.5” and 18”.

Instant Peel Off Coupons

- General Construction – Instant Peel Off Coupons are a two layer construction. The top layer is the removable coupon. It is releasably attached to a clear pressure sensitive base label. When the coupon is removed, the graphics on the package are clearly visible. The coupon is not sticky or tacky when it is removed.
- Ink Colors – A maximum of eight ink colors may be printed on the two sides of the coupon.
- Artwork and Typesetting – Our in-house art department takes care of all the necessary prepress work and provides you a full color proof prior to production. If you provide artwork, electronic files in Macintosh format are requested. If you must provide art in PC format, a cross platform program such as Quark Express, Macromedia Freehand, or Adobe Illustrator is preferred.



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