

BOTTLES JARS AND TUBES INC.



Labels

Bottles Jars and Tubes decorates **LaCons, LaVials, Bottles, Jars, Closures** and **Squeeze Tubes** with labels. Labels can be produced digitally or on a printing press. Generally, digital labels are best for smaller, non-repeating runs. Printing press labels usually have a better price and quality. Whichever you choose, to attain excellent results follow our recommendations. To go directly to our [artwork guidelines click here](#).

Bottles Jars and Tubes.com sells only the label application online for **LaCons** and **LaVials**. To have labels applied to other packaging [email Mark Cohen](#). To order labels, fill in, print out and fax our [Label Quote Request Form](#) to Mark Cohen at: (866) 387-3153.

There are almost as many label designs and types of labels as there are products to put them on. There are also many technical variations to decide on, as an example: Will you be manually applying the labels or applying them by machine? Here's **BJT's** basic "How To" for labels:

The one feature all labels share is their purpose. That purpose is to convey something about the item it is being put on. Whether it is a simple black print on white paper ingredient sticker on the back of a **hinged lid plastic container** or a full color detailed high resolution label on a **plastic squeeze tube**, both have a function that is specific to their individual products. Your first step then is to decide what you want your label to express and how you want to accomplish that. Then you are able to choose the specific characteristics of your label.

Label Characteristics:

- **Quantity** – how many do you need? **We have a 1000 per copy label minimum run.**
- **Copies** – are there different copies (flavors, scents, back and front, etc.) of the same label?
- **Shapes** – we offer these standard and custom:
 - **Rectangular**
 - **Square**
 - **Circle**
 - **Oval**
- **Dimensions** – what is the size? Custom dies may be needed to meet your exact size or you may use our stock die sizes to avoid a **cutting die charge**.
- **Label Material** – the label will look like the substrate or the material it is printed on. There are various types to choose from. Here are the most common types:
 - **Films**
 - **Clear**
 - **White**
 - **Papers**
 - **Gloss White**
 - **Matte White**
 - **Foils**
 - **Gold**
 - **Silver**
 - **Thermal**
 - **Direct**
 - **Transfer**
 - **Custom Color Films**
 - **Custom Color Papers**
- **Adhesives** – how do you want your label to adhere to your plastic containers?
 - **Permanent**
 - **Removable**
 - **Re-Positionable**

BOTTLES JARS AND TUBES INC.



- **Color Printing Type** – this is usually determined by the artwork and how intricate it will be. Here are our standards:
 - **4 Color Process**
 - **Spot Colors**
 - **Combination 4 Color Process and 4 Spot Colors**
 - **8 Color maximum**
- **Finish Coating** – there is usually a finish coated onto the label to protect the inks and base material from the elements and handling.
 - **UV Varnish**
 - **Gloss**
 - **Matte**
 - **Clear Lamination**
 - **Gloss**
 - **Matte**
 - **No Coating**
- **Application** –
 - **Manual** – hand applied
 - **Automatic** – how do they unwind from the machine?
 - **Off Top**
 - **Off Bottom**
 - **Off Left**
 - **Off Right**
- **Labels Per Roll** – how many labels do you want per roll?
 - **250 per roll**
 - **500 per roll**
 - **1000 per roll**
 - **5000 per roll**
- **Maximum Roll Outside Diameter** – what is the largest label coil size allowed for your particular method of unwinding?
 - **6" O.D.**
 - **8" O.D.**
 - **10" O.D.**
 - **12" O.D.**
 - **16" O.D.**
 - **Other**
- **Core Size** – what size is the inside diameter of the label coil?
 - **1"**
 - **3"**
 - **6"**
 - **Other**

If you are interested in getting a quote for a label project, fill in, print out and fax back a [Label Quote Request Form](#) which can also act as a checklist.

Cutting die charges are incurred when a custom shape or a custom size is needed to make a label. The cost for cutting dies range from around **\$275 up to \$500** on the average, for most labels. This depends on the size and intricacy of the die. The cost will be determined on an order by order basis.

Before creating your artwork, settle on a shape and specify in your [Label Quote Request Form](#) for Mark Cohen to notify you if a die is available for the size and shape you are considering. He will work with you to maintain your budget as best he can.

BOTTLES JARS AND TUBES INC.



Artwork

The artwork for labels can be as detailed and colorful as your imagination will allow. The only limitations are the size constraints for each specific item and your budget of course!

Key To Remember: the better the artwork is, the better the labels will look.

When we say *better* we not only mean how good it looks but also, how well it is made. If you don't know how to make the artwork yourself, hire a professional. [Email Mark Cohen](#) for a reference.

Although there are no limits to your creativity there are very precise rules for presenting artwork. Here they are:

- We only accept digital artwork in the following file formats:
 - Adobe Illustrator (.eps or .ai extensions) all versions
 - Adobe Acrobat (.pdf extensions) all versions
 - Adobe Photoshop (.psd or .tff extensions) high resolution (300 dpi minimum)
- All files must have fonts embedded or made into outlines.
- All photographs should be placed in artwork and must be at least 300 dpi and saved in **CYMK** color format (**not RGB**).
- Provide a 1/16" bleed on all sides if art bleeds.
- Supply the correct size die-line markings within files.

Additional Charges

Besides **cutting die charges** discussed above, there will also be **plate charges** for any printing press made labels. Digital labels do not require plates. The costs for printing plates vary from **\$85** to **\$100** per plate. We make one plate for each color.

If there are any questions, concerns or to ask more about custom labels please email or fax Mark Cohen at: Mark@bottlesjarsandtubes.com , or fax: (866) 387-3153.

Order your labels now!