

Gain 200% Additional Content Area with New York Label & Box Works' Resealable Labels!

An industry leading cosmetic company was expanding globally. Executives from this company asked New York Label & Box Works™ to develop a label that could present additional multilingual content within their existing product dimensions. To answer this challenge, our Research & Development team created the New York Label & Box Works Resealable Label. Today, this long-standing client can "Say More with Less!"



The Challenge

A high-end cosmetic company asked New York Label & Box Works to create a label that allowed for an increased amount of copy within the same dimensions, while still in compliance with stringent quality and durability specifications. Not only did this specialized label require 200% additional space, but it needed to withstand exposure to steam and water from a shower environment, and to remain intact for the product's entire life cycle.

Creating the Right Combination

Before arriving at the current construction, our R&D team tested various ink, substrate, adhesive, and release coating combinations. A fully operational quality lab with spectrophotometers, light boxes, and a humidity chamber makes possible and helps speed the development of such projects.

The Results

The New York Label & Box Works Resealable Label is the most high quality and durable "extended content label" on the market. Effortlessly peel back the top layer of our resealable label to reveal content on two inside panels, and then reseal for future reference. You will gain up to 200% additional print area within the same label dimensions.

The New York Label & Box Works Difference

- The strongest hinge area in the industry
- No copy transfer from back to base
- Easily lifts and peels away to open
- Seals tightly after repeated lifting

Say More With Your Labels Today!

Call toll free (800) 257-2300 or visit our website at: www.since1878.com.



Expect more. Sell more.



FDA Alert!

New FDA regulations regarding SPF (Sun Protection Factor) products to take effect in 2012.

"Bring your packaging into compliance today with extended content labels from New York Label & Box Works."