



## Coupon and Expanded Content Labels

Increase brand awareness and attract new customers

### Coupon Labels

Coupon labels are perfect for instant redeemable coupons and mail-in rebates. Using them draws more attention to your product and drives impulse purchases at the point of sale.

They also raise brand awareness, encouraging buyers to try your product and potentially switch to your brand going forward.

### Benefits of Coupon Labels

- Differentiate your brand
- Drive impulse purchases
- Encourage repeat purchases
- Enhance your brand and message
- Offer rebates
- Promote special offers

### Expanded Content Labels

Expanded content labels are great for conveying directions, ingredients and regulatory information. They provide more space for added detail compared to traditional labels but require no extra shelf space.

### Benefits of Expanded Content Labels:

- Custom styles and enhancements
- Add real estate for more messaging on the package
- Available in multiple languages
- Regulatory safety content
- Include additional instructions
- Resealable
- Recyclable material
- Larger font options to improve readability

## Enhancements:

- Cold foil
- Cast and Cure™
- Florescent inks
- Gloss varnish
- Matte varnish

## Markets We Serve:

- Automotive
- Cleaning services
- Food and beverage
- Health and beauty
- Pharmaceutical
- Wine and spirits

## Case in Point

### Challenge

- Original labels had limited room for instructions and were not resealable.

### Solution

- Taylor's expanded content labels are two-ply with a clear, easy-to-read layout.
- Our labels are made from a plastic material that is recyclable and provide a long durable lifespan.

### Results

- Taylor's label was more appealing and eye-catching to customers without sacrificing packaging space.
- Our expanded content labels remained intact throughout the entire process, from creation and production to shipping and receipt by the customer.



## About Taylor

Taylor Corporation is among the top five graphic communications companies in North America. We are headquartered in North Mankato, Minnesota, and employ more than 12,000 people across operations in 25 states and eight countries.