



**TAYLOR**

# LABELING SOLUTIONS

Bringing efficiency to production operations worldwide



## A Trusted Leader in Labels

Labels are critical to your entire production operation and shape the customer experience with your product. However, selecting the right label for each application is complex and requires in-depth knowledge of regulations, adhesives, substrates, printing techniques and more. Worse yet, overseeing these factors takes time away from your top priorities: enhancing processes and improving output.

### More Than 100 Years of Labeling Expertise

Taylor understands the vital role that labels play in a production process. Companies in a wide range of industries have entrusted their labels to Taylor for more than 100 years — and with good reason. Our team of labeling experts works closely with clients to identify the specific performance requirements of each label and then recommends ways to improve label performance, reduce obsolescence, lower total costs and enhance operational efficiencies.

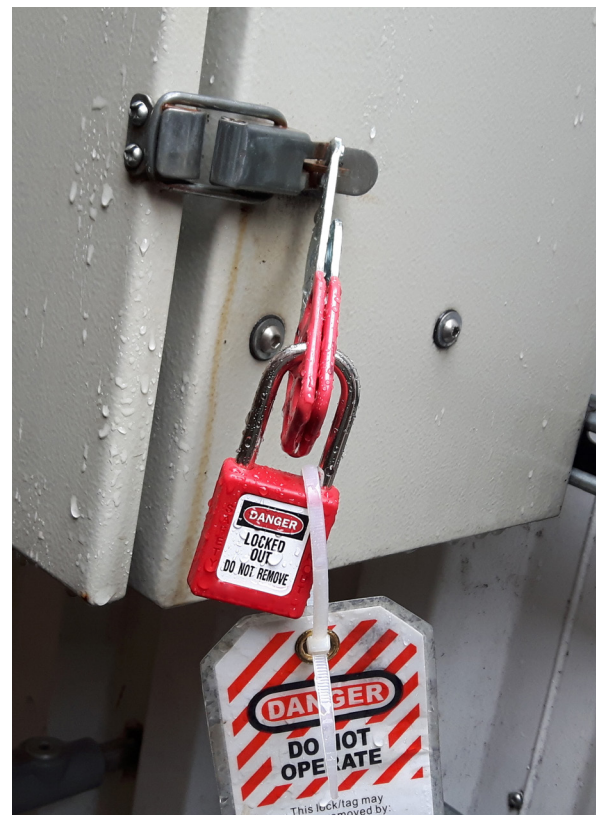
When combined with Taylor's technologically advanced production network, we are able to deliver a comprehensive labeling solution that creates operational efficiencies and eliminates line-down risk.

## Durable Labels

Designing and procuring durable labels — while ensuring agency compliance and just-in-time (JIT) delivery — is a time-consuming endeavor that requires specialized capabilities. Taylor helps manufacturers of all types manage this complex task.

Through our unique total program approach to durable labels, Taylor carefully defines the needs for each application and identifies the most efficient solution for your specific process. Our experts excel in materials science, agency compliance requirements, JIT delivery and manufacturing efficiency. Everything you need for an optimized label solution is available in a single relationship:

- Agency compliance expertise in ANSI, UL, cUL, CSA
- Compliant in REACH, RoHS, Conflict Minerals, California Prop 65
- Electronic cataloging
- In-house design services
- ISO/TS1694, ISO 9001:2008
- Language translation services
- Polyester, vinyl and other polymer substrates
- Production locations in the U.S. and Mexico
- Sustainable SFI® and FSC® certified material options



## Reducing Costs, Eliminating Risk

Taylor's total program approach to labels has saved our clients more than \$100 million in hard costs and our print management clients have not had a label-related line-down incident in more than five years.

## In-Mold Labels

Taylor's durable label expertise goes beyond the usual pressure sensitive labels to include in-mold labels as well. Grafilm® is a patented, UL-certified in-mold label film that mechanically bonds to any surface — making it the ultimate solution for label durability, production flexibility and product cost-efficiency. Grafilm is ideal for a variety of parts applications, including:

- Blow molded
- Injection molded
- Compression molded
- Thermoformed

## Distribution Labels

Distribution labels communicate vital operational information that enables the flow of goods from your facility to your customer. Whether used for shipping, identification or consumer information, these labels — and their performance — are critical to daily operations. Small failures can negatively impact shipments, the customer experience and, ultimately, revenue.

Taylor understands the impact of label performance on operations and cost. Through the use of distinctive form-label designs, customized coatings, and unique formulations of adhesives and silicones, we have helped hundreds of clients operate more efficiently and lower the total cost of ownership. At Taylor, the application drives the label design — not the other way around — and we specify facestocks, adhesives and liners that will ensure the best performance at a competitive price. This expertise extends to all label constructions, including:

- EDP labels
- Polyester labels
- Form-label combinations
- Thermal labels
- Laser labels
- Vinyl labels
- Linerless labels

## Building Brands One Label At A Time

In addition to the obvious functional requirements, many distribution labels are seen and handled by your end customer. The aesthetic qualities of these labels are instrumental to building your brand. Taylor's unwavering focus on color consistency and print quality ensures that your brand shines through every time.



## On-Demand Labels

Printing labels digitally “on demand” enables efficient, low-volume runs of highly complex label designs. Labels never become obsolete with digital on-demand production. Instead of aging in a warehouse, they are produced as needed and easily updated through simple drawing changes. There are many advantages to digital on-demand production:

- Accelerates turnaround times
- Eliminates the need for materials storage
- Enables JIT delivery for low- and high-volume parts
- Increases flexibility – order a large or small quantity with no cost impact
- Reduces waste, obsolescence and aging of materials
- Streamlines ordering through online tools

### The Key to JIT

Taylor’s digital on-demand label program facilitates JIT delivery thanks to our combination of streamlined ordering processes, quick turnaround times and agency compliance expertise. It also eliminates the bottlenecks and high costs associated with storage and distribution.

## Case in Point

These real-world case studies demonstrate the types of hard- and soft-cost savings Taylor’s labeling solutions deliver to our clients each day.

### Durable Labels

A global HVAC manufacturer realized significant process improvements and eliminated more than 2,000 SKUs through standardization and kitting of durable labels for their worldwide manufacturing operation. Taylor’s new label designs enabled automated processes that improved manufacturing accuracy and resulted in a 12% cost savings.

### Distribution Labels

A leading manufacturer of home products deployed a custom distribution label design from Taylor that consolidated eight documents and labels into one construction – significantly improving processes and costs throughout the client’s operation.

### On-Demand Labels

A leading medical device manufacturer called on Taylor for a durable label utilizing digital on-demand production for many of their agency-regulated labels. The program eliminated millions of dollars of stored product and waste through obsolescence. The client now uses Taylor’s on-demand production expertise for prototype parts during the development of new medical devices.

## A Label For Every Need

The sheer breadth of Taylor’s labeling capabilities is unmatched in our industry and there are few categories we don’t serve.

### Manufacturing

- Airlines and automotive
- Electrical components
- HVAC and outdoor power equipment

### Retail and Distribution

- Internet ordering and fulfillment
- Retail signage
- Transportation and logistics

### Healthcare

- Laboratory labels
- Pharmacy labels
- Positive patient identification (PPID)

### Industrial

- Thermal transfer and direct thermal labels
- Imprintable varnish labels
- Distribution and quality control labels

### Specialty Solutions

- Antimicrobial
- Tamper-evident technologies
- Radio frequency identification (RFID)
- Scratch and Sniff inks

Let’s discuss your labeling solutions needs. Contact one of our team members today.



## About Taylor

Taylor combines category specialization and process expertise with the cost efficiency of one of the nation's largest graphic communications networks. By providing market-specific insights and a compelling portfolio of solutions to the healthcare, financial services, commercial and industrial markets, we have become a leader in the management and execution of mission-critical communications.

 <p><b>CORPORATE IDENTITY &amp; BRANDING</b></p>	 <p><b>PROMO MARKETING</b></p>	 <p><b>SIGNS &amp; GRAPHICS</b></p>	 <p><b>PRIME LABELS &amp; PACKAGING</b></p>		
 <p><b>CUSTOMER COMMUNICATIONS MANAGEMENT</b></p>	 <p><b>TAYLOR</b> POWER YOUR BRAND'S POTENTIAL</p>		 <p><b>MARKETING, DATA &amp; ANALYTICS</b></p>		
 <p><b>LABELING SOLUTIONS</b></p>			 <p><b>DIRECT MAIL PROGRAMS</b></p>		
 <p><b>PrintStack</b> The Operating Model for Print™</p>		 <p><b>WAREHOUSING &amp; DISTRIBUTION</b></p>	 <p><b>DOCUMENT MANAGEMENT</b></p>	 <p><b>COMMERCIAL PRINT</b></p>	 <p><b>GIFT &amp; LOYALTY CARDS</b></p>

# LEARN MORE

Taylor is an industry leader in labeling solutions with unmatched materials science expertise and state-of-the-art production technology. Contact your Taylor representative for more information.



**TAYLOR**

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