

## **Show your flag with your own brand now!**

### **The inexpensive way to a self-confident look thanks to "eXtra4" digitally printed labels with coloured company logo**

Birkenfeld, August 25, 2014. „Stage yourself!“, expert groups advise stationary trade as an effective means to cope with online competition up and down the country and with the rampant loss of image formative brands of reputable manufacturers. With a new product in the "eXtra4" range, Ferdinand Eisele, the ID specialists in the jewellery and watchmaking industry, make obvious positioning of their own brands simple and affordable for jewellers and goldsmiths: digitally printed labels. They can be produced individually from 1 roll already, that is 1,000 pieces, with colour logo printing - at realistic costs.

With an individual label, small but fine producers and distributors have the same representation options as the big ones: the clear communication of own brand identity already in shop windows and shop. So far, the production of labels for jewellery and watches with professional colour printing was reserved for larger quantities. A minimum quantity of 5,000 to 10,000 was considered advisable and attractively priced. Today, the new digital printing production line of at Ferdinand Eisele GmbH removes this hurdle.

From now on, customers can order the most common standard forms from the stock range 1,000-piece-wise with their own logo print. Loop labels are available in different sizes but also rectangular formats for packaging and shipping. Necessary for an order is merely the relevant company logo in PDF format. The document will be digitally processed, i.e. the data are converted and archived. So every single label can be reproduced later under its individual product number in the same quality.

Digitally printed labels are relatively well stable in a conventional ultrasonic bath and keep their intense colours over several weeks under direct UV radiation. They are originally designed for thermal transfer printers for further inscription on the client side. Thanks to the slightly glossy material surface, it is also perfectly possible, though, to mark the labels by hand, even waterproof with the "eXtra4" permanent marker.

Interested parties call for material samples and product information at [www.extra4.com](http://www.extra4.com).



Fig. 01 The inexpensive way to a self-confident look thanks to coloured digitally printed labels with customized logo for marking by hand or via thermal transfer printer



Fig. 02 Advertise like the big brands with your own logo thanks to inexpensive, digitally printed labels by eXtra4 of Ferdinand Eisele GmbH - to be labelled with thermal transfer printers or by hand



Fig. 03 There is hardly any limitation to digitally printed labels by eXtra4 regarding form and design of the logo, as these examples illustrate impressively



Fig. 04 eXtra4 trademark logo by Ferdinand Eisele GmbH.