



## SELLING/QUALIFICATION:

- Who designs your product's labeling or package?
  - Outside design firm
  - Retailer provides design
  - In-house designer
- Annual Label Volume
  - Dollars  Actual Usage per product annually
- Typical purchase quantities per product
- Do you warehouse labels?  Yes  No
- If so, why?
  - Required to buy larger quantities to get better price breaks
  - Like to have inventory on-hand
  - Very tight deadlines, which require inventory to meet time lines
- What type of production time do you get from your current supplier?
- Do you pay for?
  - Plates
  - Dies
  - Film Output
  - Set-up
  - Minor artwork enhancements
- May I have a sample of the product or the label being applied to the product?
- Do you use alternate decorating methods for your product (i.e. Screen printing)?
- Do you decorate the product or outsource the decoration?
- Do you have any challenges with your present supplier?
  - If so, can you specify if they relate to...
    - Quality
    - Delivery time
    - Product Conformity (labels fall off or discolor)
    - Product consistency (reorders look like original)
    - Production time
    - Overall value
    - Price consistency

## PRODUCT APPLICATION:

- What surface will the label be applied to?
  - Glass Container - Smooth - Textured
  - Plastic Container - Smooth - Textured
  - Metal Container - Smooth - Textured
  - Paper/Box Container - Smooth/Gloss - Corrugated
- What adhesive characteristics do you want in the label?
  - Permanent (Most typical use. Will not come off without residue after applied)
  - Removable (Will come off after a certain period of time)
  - Ultra-Removable (Will remove easily, not recommended for certain applications)
  - Tamper Evident (Checkered pattern, Void Pattern, and Destructible)
  - Tire Adhesive (extremely strong adhesion. Best for applications on textured surfaces)
  - Freezer Adhesive (intended to be applied to products which are frozen at time of application)
- What is the product application process?
  - Label applied before or after product is filled?
    - If before...
      - Suggest lamination.
      - Is there moisture present when applying label?
      - Dust present when applying?
      - Will container shape change after filling?
    - If after...
      - Lamination 'may' not be necessary.
      - If content is solvent based, then lamination may still be needed.
- What is the product's display or storage environment?
  - Warehouse (dust, humidity, etc)  Outdoors
  - Temperature controlled environment  Frozen
- Is the label going to be Machine Applied?
  - If so...
    - Roll width - Roll quantity - Rewind direction
    - Maximum outer diameter - Core size

## SUBMITTING YOUR ORDER

- 1. Web** - Log onto **DiscountLabels.com** to submit your order via the internet. See right panel for details.
- 2. Email** - Email orders and artwork to **art@discountlabels.com**. You will receive an immediate confirmation that your order was received. For files larger than 10 megabytes, upload your files to [www.discountlabels.com/quicksend](http://www.discountlabels.com/quicksend).
- 3. Fax** - Fax your order to **800.995.9600**. We'll receive your order instantly and begin production.
- 4. Phone** - Call **800.995.9500** to speak to one of our phone agents. Place exact reorders or reorders with simple changes by speaking to one of our phone agents. To avoid errors, please submit new orders via web, email, fax, or overnight.
- 5. Mail/Overnight** - Send your order via USPS or your preferred overnight carrier to:  
**Discount Labels® , 4115 Profit Court, New Albany, IN 47150**

## SEND YOUR ORDER THROUGH

**DiscountLabels.com**



We offer one of the most advanced online ordering, quoting, and tracking systems available.

## DISCOUNTLABELS.COM offers...

- Online ordering with artwork upload
- Online quoting with freight calculator
- Online re-ordering for ALL orders (including previously faxed, mailed, or phoned orders)
- Online invoice viewing
- Online order tracking (including previously faxed, mailed, or phoned orders)
- Order receipt and shipping verification sent directly to your email address
- Electronic Art Help Guide

Registration is FREE. All you need is a valid email address to take advantage of these great benefits. Visit us at [DiscountLabels.com](http://DiscountLabels.com) to sign up.