Guide to Label Overprinting

Label overprinting involves printing on top of a pre-printed label.

This gives our customers the flexibility to print a variety of information themselves, while still getting the quality look & finish of professionally printed labels.

How it works

- We provide our customers with pre-printed labels that they then print onto using one of our thermal label printers.
- Pre-printed labels can come in many different sizes, materials (e.g. clear/metallic/synthetic..), and finishes (gloss/matt) etc.
- The overprinted information can include text and images. For example: dates, weights, sequential numbers, barcodes, NIP panels/Ingredients, batch codes, symbols and much more.
- Thermal transfer overprinting can be done in a range of colours including gold & silver.

The most common use case is where our customers have a generic pre-printed label with their logo & contact details printed in colour. They then overprint with product details, barcodes etc.

Thermal label printers are very cost effective and are an easy way to print. They range in price & capability, handling from 1000 labels per day, up to 24/7 printing.

The printing limitations are limited only as far our imagination

Why you should consider Overprint labels...

Flexible + Efficient + Cost-Effective

- If your business has a wide range of products with different information, overprinting gives you the flexibility to **print on-demand only what you need, when you need it.**

- Whilst getting the benefit of purchasing your "generic" pre-printed labels in bulk, **saving as a result of volume discounts.**
- Having control over the variable information printing allows you to **make changes quickly & easily.**

What you need to get started with overprinting

- A thermal printer, these start from around $400 + GST;
- Labels, blank or pre-printed (min orders over 1000 are more cost effective); and
- Thermal transfer ribbon
- Labelling software (we can provide this with your printer)

If you need advice with your thermal ribbons, labels or printing, please get in touch. We're happy to help.

Tyrone

and the team at

ACCURATE LABELLING