

# CAPABILITIES / PRODUCTS

**We are proud to introduce JetFlex Technology™:  
 the digital-flexo hybrid press**

Adcraft Labels has the first digital-flexo hybrid press of its kind. We are the first label manufacture in the country that can combine the best capabilities of digital press with that best qualities of flexo press, all in one pass and with the ink densities of rotary screen printing.

Jet Flex Technology™ can match a brands Pantone specific color and at the same time it can produce digitally all CMYK images and text that changes from sku to sku. This bridges the gap from traditional digital and flexo print. Any flexo embellishment can be added to this process. Digital printed text looks and feels like screen print. Tactile effects can be added to the inks with no additional plates.



## Capabilities

- Flexographic Print
- Digital Print
- Flexo Digital Hybrid Print
- Food Safe Print
- Security Printing
- Foil Stamp
- Embossing
- Screen Print
- Textured Finishes
- 3-D Effect Print

## Products

- Custom Labels
- Flexible Packaging
- Tags and Inserts
- Durable Labels
- Shrink Labeling
- Instant Redeemable Coupons
- Interactive & Smart Labels
- Game and Contest Pieces
- Eco Friendly Labels & Flexible Films
- Extended Content Labels  
over

# CAPABILITIES / PRODUCTS

At Adcraft Labels, we have dedicated much of our hard work to perfecting our craft. We have worked with countless types of Flexographic, Rotary screen and digital materials, adhesives, and inks. We continue to invest in R&D to refine and develop new printing technologies. Our research has resulted in the filing and granting of our own printing technology patent. In addition, we keep current with the newest technologies and equipment to suite your needs.

### Service

- Standard lead time is 5 to 7 working days after proof approval
- Less than 24 hour turnaround time on all quote requests
- Inventory management program for your labels
- A team of two dedicated Adcraft representatives, one inside and one in the field working with you to help with your technical and service needs.

### Flexographic and Digital Printing, Converting, and Material Technologies

- Up to 10 colors in 1 pass, up to 20 colors in 2 passes (with dot to dot re registration)
- Cold and hot foil, embossing, rotary screen, hologram, cast gloss, tactile, specialty finishes
- Expanded Content Label and Instant Redeemable Coupon configurations
- Widths up to 25 inches

### Quality Assurance

Our PrintVision/Helios II is an innovative solution that delivers process control and 100% quality assurance capabilities through out the entire print production workflow. Installed on our presses and rewinders it identifies defects on labels as soon as they occur, thereby lowering waste and improving quality. No longer do you have to worry about color mis registration, color variations, hazing, misprints, die cut issues, barcode issues, and missing labels. This 100% visual inspection results in a perfect label every time.

### JetFlex Technology™: the digital-flexo hybrid press

Adcraft Labels has the first digital flexo hybrid press of its kind. We are the first label manufacturer in the country that can combine the best capabilities of a digital press with the best qualities of a flexo press, all in one pass and all inline.

JetFlex™ can match a brand's Pantone specific colors and include the required digital information, including variable images and text. Texture and tactile effects can also be done as variable print and ink densities as opaque as screen printing. And all of these embellishments can be done on a wide range of label materials ranging from 1 mil to 14 point stock, including PS paper and film.

### 3-D Pressure Sensitive Labels

Our state of the art 3 D pressure sensitive labels give the illusion of depth, create a floating effect in which graphics and images appear to be floating above the label or the images appear and disappear. This sub optic label actually looks inches deep yet is no thicker than a standard pressure sensitive label and can be used in high speed, machine applied applications.

### • Custom Printed Labels

- Pressure sensitive labels
- Craft Beer labels
- Wine & Spirits labels
- Food labels, direct & indirect contact
- Thermal transfer (printed)
- Direct thermal (printed)
- ECO Friendly labels (substrate & inks)
- Tube labels (squeezable tubes)
- IRC labels
- Digital printed labels
- Variable data labels
- Cover up labels
- EDP labels
- Reclosure labels
- 3D labels
- Lenticular labels
- ECL labels

### • Security labels

- "Overt and covert"
- Tamper evident labels
- Self destruct labels
- Authenticity labels
- Track & Trace labels

### • Flexible Packaging &

- Barrier Films
- Printed barrier films
- Unsupported films & papers
- Leading films
- Stick pack
- Packets
- Sachets
- Turnkey solutions offered

### • Shrink Film Printed

- Shrink bands (cut & stack) printed
- Shrink tubing (on rolls) printed

### • Preformed Bags

- Zip top bags (printed & plain)
- Stand up bags (printed & plain)
- Printed poly bags

### • Roll Fed labels

- Cut & Stack labels
- Graphic Design
- Prepress
- Color Management
- Interactive / Smart Labels

### • Tag & Header Cards

- Food package inserts (Direct contact)
- Durable tags
- Header cards
- Neck hangers
- Branding
- Products tags

### • Durable Labels

- Dome labels
- Mylar labels
- Overlays
- Intricate die cuts
- UL labels
- Outside decals
- Window decals
- Fade Resistant
- UV Inkjet Digital

### • Promotional

- Shelf wobblers
- Price channel guides
- Window clings
- Floor display
- POP display