

# ECL

## Extended Content Labels

ECLs (Extended Content Labels) are the perfect solution for when you need more room on your product labels, by providing you with more "real estate" on your packaging. Increasing demands are placed on label space, with the need for legal and regulatory requirements, not to mention your desire to show your customer more. ECLs allow you to maintain shelf appeal, get brand messaging across and meet any regulatory requirement challenges you are faced with. Not to mention, it gives your customers an opportunity to interact with your product. The ECLs give you extra space on the backside and base layer, in addition to the label's face; and can be resealed after opening, which customers really appreciate.

### More room for your labels.

- ✔ Add additional product information
- ✔ List nutrition and supplement information
- ✔ Excellent for multi-lingual requirements
- ✔ Great for recipes and cooking instructions



Top Layer



Top Back



Bottom Layer

0.1875"

Die Line

1/16" Safety Zone

This construction requires three additional stations on press: Release Coating, Deadener, & Web marry. Our press has 9 stations; so we recommend to print the back & bottom layers with one color only, leaving 4 colors for the top layers.