Building Brands with Award Winning Labels
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
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 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.

**3-D Pressure Sensitive Labels**
Our state of the art 3D 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 (squeezeable 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
Color Management
We believe quality is not controlled, it is achieved. We have taken time to develop and implement quality systems that go beyond simply calibrating our equipment. We keep your color consistent from run to run and over various packing types.

Packets & Sachets Solutions
The Adcraft team can handle all aspects of your packets and sachets packaging program. Whether food, cosmetics, lotions, liquids, hardware, automotive or any other product you may be offering, we have the turnkey solution for you.

Graphic Design & Prepress Services
With today’s printing and embellishment capabilities, great label design services are an essential part of the printing process. Our expert team will work with you on designing an extraordinary label with unsurpassed shelf appeal.

Label Application
In addition to award winning label manufacturing, Adcraft offers unparalleled label application services. If you do not have the right equipment any unique container type or shape can complicate label application. We can apply your labels as service for you to just about any type of package; including tubes, jars, canisters, clamshells and even bags. We can even apply shrink labels for you.

Label Inventory Management
Don’t be burdened with storing and managing a large label inventory. We can hold, track and manage your product labels. We’ll help you plan out your label logistics months in advance and manage every aspect of your inventory.

Equipment Sourcing
We offer a range of state-of-the-art technology for your label printing and application needs. From table top thermal printers and applicators to automatic bottle wrap systems, case labeling systems, and custom systems. We can develop the best solution for you and your company.
Personal Care
Getting your personal care products noticed is harder than ever and separating your product from the competition is imperative. Whether your brand message is soft and organic or glamorous and shiny, we can help you develop eye-catching labels or packaging that speaks to your target customer.

Pharmaceutical
Adcraft is uniquely qualified to meet the special needs of pharmaceutical companies, from compliance standards and traceability to a tight chain of custody. Whether it’s a vial label with tight mandrel application, a pill bottle with Extended Content Labeling, or a barrier film for flexible packaging, we will help you choose the best materials, adhesives and printing methods to get the job done right.

Nutraceutical & Supplements
In the Nutraceutical market quality packaging is critical to building a trusted brand that stands out on the retail shelf. Nutraceutical product lines use more than just containers with labels. Your company may offer Stand Up Pouches, Stick Packs and Blister Packs. Adcraft can ensure color consistency across all package offerings.

Food
Custom food labels must have strong shelf appeal as well as the ability to educate consumers. With a limited amount of space for ingredients, nutritional facts, storage requirements, and warning information, having a captivating design that works is critical to catching a customer’s eye.

Wine
Custom wine labels have never been more convenient, durable and personalized. We create unique and customized labels that reflect your branding. Our wine label solutions offer a range of traditional, contemporary and specialty printing techniques along with unparalleled variable digital printing capabilities.

Craft Beer
In today’s ever-expanding craft beer marketplace, the label on your bottle can largely determine whether a consumer picks up your bottle or a competitor’s bottle. Adcraft partners with clients to design and produce top quality labels that encourage buyers to choose your brand every time.

Spirits
As a distiller of craft spirits you need to optimize your brand and we can help with labels that use a combination of printing techniques including multiple foil stamps, multi-level embossing, 3-D effect metalized papers, laminated foils and variable images and text. Whether you want a traditional look for your whiskeys and bourbons or a clear-on-clear film for your flavored drinks we have the knowledge and technology that will increase the shelf appeal of your craft spirits.

Medical & Electrical Devices
Our medical and electrical device labeling experts understand tight tolerances, intricate die cutting, precision color matching, strict color management, fade and chemical resistant inks. Our team will assist you with choosing quality materials for your application and assist you with testing and printing techniques that will most effectively suit your product.
MARKETS SERVED

**Produce & Growers**
Whether you’re a major retailer, independent garden center, or a wholesale grower you need label solutions with beautiful rich colors that hold up to extreme conditions. You also may need substrates, inks and adhesives that meet current regulatory standards set by various governing agencies. Adcraft has the know-how to create and manufacture food safe labels.

**Household & Consumer Goods**
Household labels must withstand constant handling, resist chemicals and essential oils found in the product and all the while maintain an exceptional look over the life of the product. Adcraft's cutting-edge label design and printing capabilities coupled with our technical expertise will make certain that you have a label that is both beautiful and durable.

**Cannabis Packaging**
Cannabis packaging is a special industry because it includes aspects from the pharmaceutical, Nutraceutical, and food packaging industries. Adcraft works in each of these industries so we are uniquely qualified to help you create original packaging that meets your needs and conforms to governmental rules and regulations.

**eJuice**
eJuice bottle labels are a growing and exciting market that can utilize our innovative label printing capabilities. We’ve worked with leading eJuice brands and have witnessed the power that the right label can have on a brand. As with our clients in other industries, we partner with our eJuice clients to select the right label type and material for every project.

**Authentication & Security**
Since early 2000, we have been providing Security Printing and Brand Protection options for our clients. Adcraft Labels has invested time and resources in research and development to develop a full portfolio of secure printing options, some of which are proprietary and patented, in order to help our clients defend their brand.

**Beverages**
Retail beverage shelves are among the most competitive and crowded of any market. Using bold colors, foils, and textures and contrasting finishes, we design labels that draw the eye of the consumer to your product and convey a feeling of quality. Due to our experience and know-how gained in working in other competitive markets, we can help your brand stand out next to the common beverage label.

**Pet Products**
Pet owners are critical about what type of products they buy for their pets. Thus your pet product packaging must reflect those feelings. Whether you choose labels, tags, or stand up pouches, your package design must resonate with consumers. The Adcraft Labels team is available to help your brand earn the trust of even the most discerning pet owners.

**Automotive & Industrial**
There’s tough competition for shelf space in the automotive and car care industries. Consumers are very loyal to their chosen brand and getting them to try your product is a challenge. Our design and printing expertise enables us to create labels that pull the consumer's attention from their trusted brand to yours.
History:
Adcraft was founded in 1977 when the call for high quality flexographic printing for the demanding medical and electronic industries became evident. Adcraft has since expanded into other industries including: pharmaceutical, nutritional, foods, beverage, personal care, consumer goods, and security printing. In 1999, Adcraft began to supply high quality flexible films to these same industries. In 2003, to support our customers need to stand out on the retail shelf, Adcraft added rotary screen-printing and refined our craft to produce innovative and high-end embellishments for our customers. In 2004, Adcraft began to produce security-printing products for our customers. In addition to these advances, Adcraft has invested in R&D to develop a full line of overt and covert security products to help client’s battle counterfeiting, gray markets and limit brand liabilities. These security products help to protect a brand’s image and a business bottom line. Some of these technologies are proprietary and patented. In 2016, Adcraft introduces Jet Flex™ Technology, the first of its kind digital & flexographic hybrid press. We know that today we are making history in the choices we make. Staying at the forefront of our customers needs is our plan for the future.

Our Why – Our Purpose:
Here at Adcraft, we understand how much time, effort and resources are required to build a successful brand. We know there is a purpose and passion in what our clients bring to their market. Our goal is to help you design packaging that will both enhance brand identity and improves product sales. Each of our team members shares the same purpose and pride in their specific craft and in what they produce. We are dedicated to making sure that your hard work and vision is translated into an exceptional product that you can be proud of. We know that our success is dependent on the success of our clients.

Our Team:
Each member of our team has a voice in what we do and how we do it with a focus on continual improvement and customer satisfaction. Many of our dedicated employees have been with our company for over 10 years and are experts in their craft. Each team member, from press operators to customer service representatives, plays a crucial role in the success and production of the best quality product for your brand.

Our Facility:
Adcraft reinvests in state of the art equipment so that all departments utilize the latest technologies while keeping all processes in house for tight control. Using state of the art equipment allows us to bring the latest innovations to your brand. Adcraft operates by ISO9001 and CGMP standards to ensure that your products are made with the highest level of innovation and delivered with consistent quality.
Award-Winning Solution for INK-EEZE

INK-EEZE is a tattoo product lifestyle brand. According to company founder, Sean Hoy, “Our goal is to make your tattoos as painless and pristine as possible so you can enjoy them for life.” By collaborating with tattoo artists, collectors and skin care professionals who are passionate about tattoos, INK-EEZE is on course to accomplish their goal.

PROBLEM: INK-EEZE manufactures numerous products that are packaged in different containers including squeezable tubes, rigid plastic jars, and flexible packets. Their objective was to maintain brand consistency over multiple package types. Somewhat unique to their brand, the final products had to be highly appealing given their audience of world-class artists and body art collectors. Ink-Ezee turned to Adcraft Labels for both the creative approach and the technical solution.

SOLUTION: There were a number of obstacles that had to be overcome in order to help INK-EEZE meet their objective. Their products required different labeling materials based on the function of the container. Some of their products are available in squeezable tubes and the pressure sensitive labels on the tubes were printed with specialty metallic inks, matte varnishes, textured varnishes, and cold foil. Other products require a packet with barrier properties and these, too, must be printed with specialty metallic inks, matte varnishes, textured varnishes, and cold foil.

So, these products required different substrates to accommodate their different functionality.

One substrate will not work with all products. For example, using the wrong substrate on a squeezable tube may cause fractures and creases.

To further add to the complexity of this project, different substrates inherently have different colors. Substrates that have barrier properties are metalized and have a grayish surface. Others have a bright white surface and still others have a dull white surface. And, all of the shades of white differ from substrate to substrate, whether they have smooth, shiny or dull flat surfaces.

Adcraft Labels is uniquely qualified to meet the objectives laid out by INK-EEZE. This is due in part to our in-house ink lab that goes way beyond just mixing inks. The ink lab staff formulated a unique

“Adcraft did a great job of keeping our brand colors and image consistent across our entire product line, even on different materials. They’re a great partner!”

Sean Hoy
Founder, INK-EEZE
ink solution for each of the products. In addition to the ink, Adcraft has profiled their presses and the label materials in order to determine the proper values and densities needed to make the labels match over a variety of different substrates and containers. Without revealing any trade secrets, Adcraft was also able to print the tactile inks found on the ridged containers onto a squeezable surface. The results were impressive. In a recent printing competition Adcraft entered five different premium INK-EEZE labels that had been applied onto three different types of containers and they won five different awards for their effort. Two of the five awards were Best of Category. The first was in the Specialty Inks or Coatings, Fragrances, or “Invisible” Printing Inks category. The second Best of Category award was in the Labels and Wraps - Rolled Products-Pressure Sensitive category. The complex nature of the labels was not lost on the judges. They were impressed with the custom metallic purple ink, the two black inks, the two-part varnish, both matte and tactile, and foil overprint that were all produced in-line, and in one pass. The award winning partnership between INK-EEZE and Adcraft Labels has lead to the creations of beautiful labels that maintain brand consistency over multiple package types.

Check out our website to learn how Adcraft Labels has helped other companies find solutions to their label and packaging needs.

A Winning Ticket For San Miguel Produce
San Miguel Produce wanted to engage consumers through gamification. Their idea was to include a game piece in the packaging that would allow customers to win a prize along with receiving discounts on future purchases. Adcraft’s custom made instant redeemable coupon became a “winning ticket” for San Miguel Produce. This is a great example of an inactive label for the end customer.

A Clean New Look For Magic Gel
Our label professionals created an award-winning label that kept the beauty of Magic Gel’s new design and the functionality of an Extended Content Label, allowing the client to comply with international market requirements.

Charlie’s Chalk Dust: “No Look” Label & Inventory Savings
Charlie’s Chalk Dust, a vapor liquid manufacturer, created a black, powder-coated bottle for their Chalk Dust product line. Charlie’s needed to find a way to label their containers with their signature graphics, while not obscuring the look and feel of the powder-coated container.
WE ARE HERE TO SERVE YOU!

- 40 YEARS PROVEN EXPERIENCE
- CUSTOM SOLUTIONS
- BRAND PROTECTION
- COLOR MANAGEMENT
- TECHNICAL EXPERTISE
- INVENTORY MANAGEMENT
- INNOVATION
- GRAPHIC DESIGN
- RESPONSIVE SERVICE