



NATIONAL REACH. LOCAL TOUCH.

Cutting label costs by \$100,000

Our client is a trusted manufacturer of automotive refrigerant. Many automotive products have extensive regulatory requirements and detailed product-use instructions due to the involvement of hazardous materials.

The challenge

Printing product labels with detailed, on-package instructions can carry prohibitively high costs. Before coming to Resource Label Group, this automotive manufacturer was paying \$500,000 a year for the labels they needed. They tasked us with finding a less expensive way to place all pertinent information on their product packaging.

Finding a solution and delivering results

Our experienced team produced a solution that cut costs by \$100,000 a year — a savings of 20 percent for our client. We created a [booklet label](#) — a type of [extended content label](#). The booklet attaches seamlessly to the product and communicates all relevant product-use information. At Resource Label Group, we've helped brands in many industries reduce costs through label redesign and innovative print processes. We can do the same for you.

Let us solve your toughest challenges

At Resource Label Group, we're here to guide you through the label design and printing process from start to finish. To get solutions for your toughest label challenges, [request a consultation here](#) or call us at 1-800-253-9599.