



Designing a compliant, eye-catching label

An innovative producer serving the agricultural, industrial and consumer markets with customized products and solutions came to Resource Label Group for a unique label. They were preparing to launch an innovative, specialty syringe used by exterminators. But they needed the right label that would support the functionality of the syringe.

The challenge

Our client produced an extermination product that came in a functional syringe. The syringe used ounce markings to help exterminators measure the correct dosing. The challenge? The syringe was subject to rigorous FDA regulations. It's the kind of product that must come with extensive information, warnings and product-use guidelines. Typically, brands print a separate information packet and place their syringes in a box with it, adding extensive costs to the label.

To reduce costs, our client sought to eliminate the extra printout, opting to place all product information on the syringe itself. But to maintain the syringe's functionality, the ounce marks still had to remain visible so exterminators could use proper dosing. This was a major challenge to say the least, one that a previous label manufacturer could not solve.

Finding a solution and delivering results

At Resource Label Group, our experienced team has produced many extended content labels to solve on-package space problems. So our team was ready for the challenge when the syringe label called for a one-of-a-kind solution. We designed and printed a unique label wrap that used carefully designed clear windows to let customers see the syringe ounce markings. The wrap provided enough space to include all regulatory and product-use information while maintaining the product's core functionality. No second printout required. Our solution significantly reduced printing costs for our client.

Bring us your toughest label challenges

At Resource Label Group, we make it our mission to solve your toughest label challenges and

deliver you a well-branded, eye-catching label on your budget and schedule. For label solutions from a dedicated, experienced team, [click here](#) or call 1-800-253-9599.