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A GUIDE TO EXTENDED CONTENT LABELS



Extended content labels: Necessary for regulations, ideal for much more

Extended content labels (ECL) cleverly convey a wealth of information in a small and restrictive space, and add value to your labeled products even when space is not an issue. From ingredients to regulations, coupons to multiple languages, ECLs are a necessity for some and a marketing tool for others.

Whether used out of necessity or designed to support a promotion, ECLs can do more than merely present required information. ECLs are ideal for consumer engagement and brand messaging. They are an effective marketing tool and the perfect solution for regulatory compliance challenges.

Meet regulations without sacrificing the brand

As more regulations are passed requiring extensive amounts of information on the label, ECLs have become an effective solution for commercial and retail chemical manufacturers. Additionally, food, cosmetic and pharmaceutical brands are utilizing the labels for a variety of uses. This guide will go through the details of what ECL options are available, considerations to examine, ideal markets and what to expect when ordering.



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PART I:
TYPES OF EXTENDED CONTENT LABELS



What are extended content labels?

ECLs are a family of labels that offer extra space through additional panels or pages. The extra space is used to display considerable amounts of information. Types of ECLs include:

Offset inserts

- Folded insert
- Bound insert
- Single panel insert
- Data pack

Flexo inserts

- Plow fold insert
- Single panel insert

Flexo smooth-peel

- 2-ply
- Extended-ply
- Wrap

Flexo peel free

- Dry release
- Circle coupon



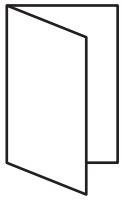
Booklet labels

Booklet labels are used to display extensive amounts of information in a small label area, for maximum branding impact with the label. Booklet labels show up on a wide range of products from chemical, pharmaceutical, food goods with recipes and promotional items with unique content.

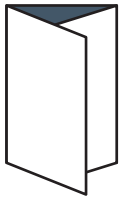
Offset inserts

Offset-printed inserts are the highest quality ECL. They offer magazine-quality printing and can be delivered in four main types:

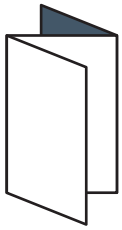
Folded insert – These offer color printing on both sides for complete design flexibility. There are many different folding possibilities. These are a few common options for extra functionality.



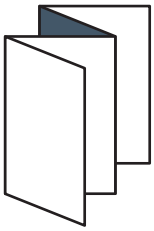
Half-fold



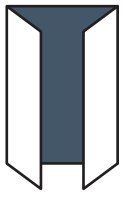
Tri-fold
(3-Panel roll fold)



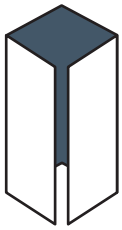
Z-fold
(3-Panel accordian fold)



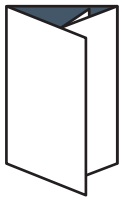
4-Panel accordian fold



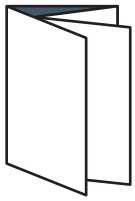
3-Panel gate fold



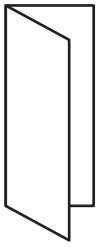
Double gate fold



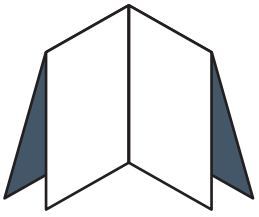
Roll fold



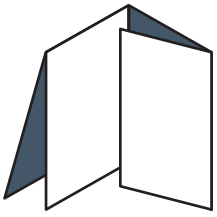
Double parallel fold



Vertical half fold



French fold



Map fold

Bound inserts – An alternative to folded inserts, bound inserts are a great option for outdoor applications. This style of ECL can be printed on synthetic paper.

Single-panel insert – These inserts are commonly used for instant redeemable coupons (IRCs).

Data pack – Ideal for booklets that need to survive in wet environments. Data packs can hold large booklets that are too thick to laminate.

All four types are flexible options and can be used for a variety of purposes.



Flexographic booklet label inserts

Flexographic booklet labels tend to be a less expensive option than offset booklet labels, but are a little more restrictive. Flexographic inserts have less flexibility and limit certain designs. Outside of budget and design specifics, deciding between flexographic and offset inserts depends on the quantity of labels needed and the number of labels per roll or sheet. There are two main types of flexographic inserts:

Plow-fold insert – A full color, multi-panel insert available in variable widths, the plow-fold insert can be folded directly on the flexo press, providing rapid order processing.

Single-panel insert – A full color label with variable widths, ideal for coupons.

Smooth-peel labels

Increasing label space by up to 200 percent, smooth-peel labels are designed to affix and wrap around a variety of containers and products. They're commonly used for marketing to multilingual customers, custom branding, promotions and to contain information to comply with regulations.

Flexographic smooth peel

Highly customizable, flexographic smooth-peel labels are versatile, and can be used for a large variety of products. They can support efficient line speeds and enable rapid fulfillment of large orders. Flexographic printing supports in-line combination printing with other processes, making it possible to integrate a high degree of design flexibility.

2-Ply – Versatile in construction, 2-Ply labels can have a hinge on any side. This full-color label supports up to 12 pages of customizable art to display extensive information. These labels work for virtually any product.

Extended-Ply – Commonly used for small labels needing more than four pages of content, extended-ply labels offer five pages of art, but can be modified for more. The four-color process used for the inside panels can create nearly any color.

Wrap – This round corner rectangle label must be used on cylindrical containers such as bottles or jars. The label overlaps itself and adhesive print adds space for extra art. Wrap labels can be printed in full color.

Flexographic peel-free

Peel-free labels are a great way to deliver additional information without leaving adhesive residue or changing the appearance of the package once the label is removed. When a peel-free label is removed, there is a clear label left behind. The product is still visible and the clear label gives the appearance of a smooth surface.

Dry Release – Cost-effective coupon construction for large runs of coupons, dry release labels can have a hinge, and include up to three pages of full color art.



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PART II:
CONSIDERATIONS FOR ECLS



What are the considerations when designing an ECL label?

ECLs are not restricted to displaying regulations. While they are effective in conveying all the requirements and regulations set forth by governing agencies, any market can benefit from the potential for creativity they offer. When designing an ECL label, there are a few things to consider in order to achieve the best results.

Marketing possibilities

The marketing options for ECLs are extensive. Here are some of the more popular and effective marketing options used to promote the brand and enhance the package:

- Multilingual panels
- Non-regulatory pictograms
- Promotions
- Instant redeemable coupons
- Brand messages & stories
- Recipes



Structure considerations

While regulatory requirements and marketing decisions will play a large role in determining the structure of many ECLs, there are environmental considerations to examine before making a decision. Common questions to ask are:

- Will the product be around moisture?
- Is it a single-use product or will it be opened and closed many times?
- How will the product be handled?
- What chemicals are likely to come into contact with the label – including those in the product?
- Will the product be outside and exposed to sunlight and other elements?
- What temperatures, humidity and other environmental variations must the label face?
- What other element of the product's lifecycle could affect the label?

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PART III:
MARKETS



Ideal Markets for ECLs

Extended content labels are not restricted to any individual market, the additional space provides marketing potential for any industry. A common ECL application for retail markets is couponing. Adding promotional coupons to a packaged product is a well established and effective marketing tool. While any brand can benefit from extended content labeling, there are some markets where ECLs are utilized more frequently.



Chemical

Commercial and retail chemical manufacturers often use ECLs to comply with extensive regulatory requirements that must be displayed to customers. A common promotional material for commercial and retail chemical manufacturers is the inclusion of multilingual panels.



Health and Beauty

Small cosmetic packages like compacts and lip balm can utilize ECLs to convey additional information that simply cannot fit in the limited space avaliable. Additionally, shampoo, conditioner and lotion containers are able to maximize label real estate by including supplemental information on an ECL.

Food



Food brands can maximize the benefits of ECL including recipes, games, multilingual panels or instant redeemable coupons as part of the package. Furthermore, “brand story” labels can inform the customer of what makes a particular product special compared to similar items.

Over the counter (OTC) pharmaceuticals and nutraceuticals



The Food and Drug Administration (FDA) has regulatory requirements that need to be displayed for OTC pharmaceuticals. This market segment tends to use smooth-peel labels on smaller bottles. Today, many nutraceuticals may not be regulated by the FDA, but there is a self-regulating initiative supported by brands seeking to build trust with consumers through transparency. Nutraceutical ECLs can combine product information with “brand story” labels, non-regulatory pictograms and other marketing tools.

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PART IV:
ORDERING ECLS



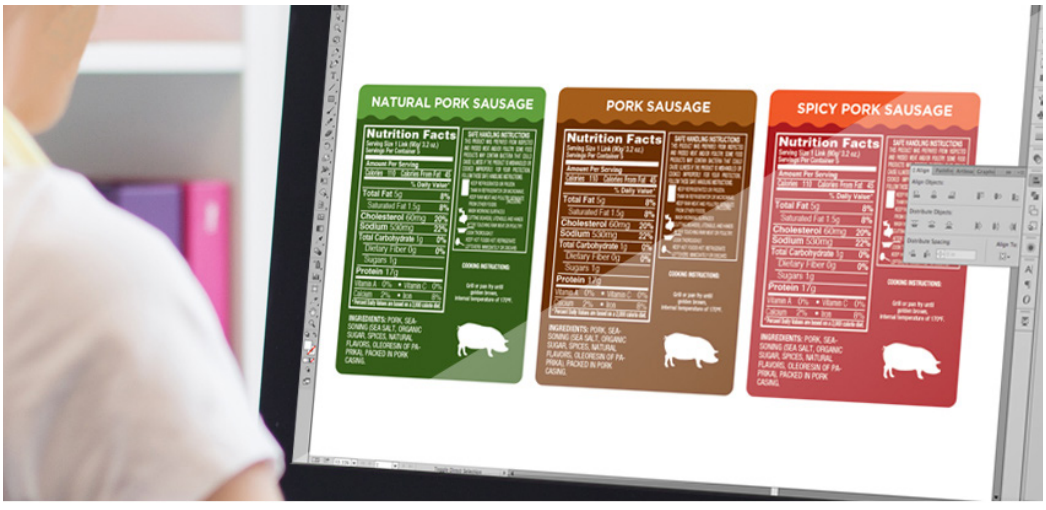
What to expect when ordering ECLs

When it's time to order ECLs, a customer service representative from Resource Label Group will help from beginning to end. There are three primary categories to work through before the ECL can be produced:

Regulatory

When placing a label order, it is naturally your responsibility to fully understand the specific regulatory requirements for your product and packaging. Fortunately, Resource Label Group has years of experience developing ECLs and managing associated label content for our customers, including established regulations from numerous agencies. We work with our customers to ensure every label is compliant. Most regulations and requirements are enacted through these agencies:

- Environmental Protection Agency
- Food & Drug Administration
- Occupational Safety & Health Administration
- Code of Federal Regulations
- United States Department of Agriculture
- Department of Transportation
- National Highway Traffic Safety Administration



Artwork

The artwork includes all visual aspects – text, color, layout, images– that will show up on label panels. We assist our customers select the most appropriate template and layout, review and assess the content, and proof mockups created by us. A representative from Resource Label Group lends expertise and assistance to our customers every step of the way:

- Content
- Template
- Layout
- Proofing
- Mockups



Coordination

Resource Label Group works hand in hand with our customers through each technical aspect of ECL development:

- Determine a structure
- Cost discussions
- Choose materials
- Performance testing
- Auto application

MORE ABOUT RESOURCE LABEL GROUP

We understand the many changes impacting your labels and will help you work through them to produce a compliant label. In this guide, we've provided an overview of extended content labels, the markets they are most suited for, what to consider with an ECL and what to expect when placing an order. For a more specific analysis of ECLs and how they can benefit your brand, request a consultation online or call us at 1-800-253-9599.

At Resource Label Group, we're constantly tracking the latest trends in label technologies, materials, designs and regulations. It's just part of how we serve you, part of our commitment to you — to find the best label solutions for your product, brand and budget. We're here to guide you through the label design and printing process from start to finish, no matter how complex the order is — so you get a great label that meets your needs.



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