

# Roll-fed Labels

## A New Option ... Offset

Whether you are currently using roll-fed labels or planning to move that way, you now have another – almost certainly superior – option today from Hammer Packaging.

At Hammer, we are experts in offset printing. Only offset can provide the fine gradations of color and sharpness of detail required to present your brand at the highest level. Our Drent Goebel web offset presses are the first of their kind in North America, and provide roll-fed users a whole new option.

- **NO PLATE COSTS:** Compare with flexo and gravure which have significant up-front costs.
- **SPEED TO MARKET:** It takes only 90 seconds to make a plate. Late changes don't concern us.
- **COMBO PRINT:** Mix SKUs in the same print job to gain flexibility and lower label inventories.
- **EXPANDED GAMUT:** Reduce the cost of spot colors using this 6-color process.

Packaging decoration is serious business. When done right, it can be a competitive advantage. That's why some of the world's most recognized and important brands continue to turn to Hammer. Here are a few ways that we stand out for our roll-fed customers:

- **SEVERAL SUBSTRATE OPTIONS:** We have leading-edge technology with customized innovations that allow us to offer you a wide range of substrates and laminations for your roll-fed and roll-on / shrink-on labeling needs. Whether you need wet-strength paper, white film, clear film or metalized film ... we've got you covered.



**Roll-fed labels are one of the most economical ways to decorate and identify a product or brand.**

# Hammer people lead the way.

Prepress through finishing, we produce over 22 billion labels per year on 12 presses across three locations.

- Hammer's **customer service** department simplifies your work. We can create tailored programs to manage your ordering and inventory. As a result, you reduce inventory, increase speed to market and operate in a true just-in-time environment.
- Our highly trained digital **prepress** professionals ensure that your graphics files are properly built and optimized for success. And we help to make transferring your files very simple.
- We have highly qualified **press** teams that bring your brand image to life on our 12 high-tech presses. With an exceptional range of substrates, inks and coatings, we can match perfectly to your needs.
- Our **finishing** department has state-of-the-art technology and highly customized innovations specifically designed to maximize efficiency and minimize your cost. We use KOR slitting technology to trim the finished roll to your exact specifications.
- Our **R&D** experts make sure you have the right substrates, inks, coatings, adhesives and printing techniques to present your brand in the best possible light. And we're always happy to collaborate with you to find a better way.

**Our dedication to hiring the right people and continually investing in leading-edge technology has fueled our remarkable growth. Our ISO 9001:2000 Registered Quality System ensures that we continually improve in all aspects of our business. We listen to our customers and, as a result, we have earned extraordinary loyalty. Hammer is a family-owned company, which means you partner not with systems but with people ... exceptional Hammer people.**

Hammer Packaging has been supporting some of the world's most significant and well-known brands for decades.

Call us for your next Roll-fed Label project. You'll be in good hands.



- **CUTTING-EDGE INK OPTIONS:** Electron Beam (EB) inks and coatings, the newest innovation in packaging decoration, are available on our web offset Drent Goebel press. They offer exceptional scuff-resistance and high-gloss graphics. In fact, EB inks can eliminate the need for lamination in certain instances, allowing us to provide a mono-web alternative. We are one of very few printers in North America to offer both UV and EB printing alternatives.
- **QUALITY & PRICE:** We will not compromise on quality, but we do focus on keeping costs down. At Hammer, our quality comes from decades of continuous improvement. We've made customized and innovative additions to our print technologies to lower our costs ... which we pass on to you.

ROLL-FED OPTIONS	HIGHLIGHTS
Mono-web	<ul style="list-style-type: none"> <li>• Eliminates need for lamination</li> <li>• Film: white, clear or metalized</li> <li>• Paper: wet-strength, coated one-side or metalized</li> <li>• EB inks and coatings create high gloss and scuff resistance – simulates a laminated surface</li> <li>• Unique graphic treatments using matte and/or gloss coatings</li> </ul>
Laminated	<ul style="list-style-type: none"> <li>• Creates a high gloss and scuff resistant surface</li> <li>• Materials: white, clear or metalized film; paper; or a paper/poly combination</li> <li>• Print on base ply or reverse print on laminate substrate</li> </ul>
Roll-On, Shrink-On (ROSO)	<ul style="list-style-type: none"> <li>• Alternative to shrink sleeves -- eliminates seaming process (cost)</li> <li>• Materials: white, clear or metalized film</li> <li>• Applied using standard roll-fed application equipment, just add shrink tunnel</li> <li>• Mono-web or laminated options</li> <li>• HammerSHIELD™ foam OPS</li> </ul>



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### **OUR PROMISE TO YOU:**

- Consistent, high-quality printing
- Accurate orders delivered on time
- A support team that absorbs your responsibilities
- A willingness to adapt to your needs
- Innovative ideas on packaging printing

