

# Pressure Sensitive Labels

## The versatile alternative.

Hammer Packaging is a leader in the Pressure Sensitive Label (PSL) market. We have served some of the world's most important and recognized brands with state-of-the-art printing technology. Let us help you take your brand image to the next level. Our success has come from staying innovative and ahead of our customers' evolving needs:

- **CONSISTENT HIGH-QUALITY:** We attain the highest quality of PSL printing by having the highest level of leading-edge flexo technology. With exceptional registration and a variety of decorating options, we are able to elevate your brand image to a whole new level.
- **RESPONSIVENESS:** We focus on speed-to-market, because you do. Our investments in leading-edge technology and our continuous improvement culture help to make us a more capable and dependable business partner every day. That's not just us talking: our customers tell us that when 97% say they are committed to us going forward.
- **MATERIALS EXPERTS:** Getting the right substrates, inks, coatings and adhesives to work together perfectly is easier said than done. At Hammer we have experts in all these areas to ensure your application performs as expected and presents your brand image in the best light.
- **CONSULTANTS:** Our long history in packaging printing and working with some of the world's most exacting brands has given Hammer an immense storehouse of knowledge that we share with our customers. Our technical support team is happy to evaluate your application process for potential efficiencies. Our customer service team works directly with you or coordinates your orders through your co-packer, if required. Many of our customers take advantage of our Vendor Managed Inventory and Vendor Managed Ordering programs. Clearly, we'll do whatever it takes to meet your expectations.

**Hammer provides the  
highest level of print quality  
for Pressure Sensitive Labels.**



## Hammer people lead the way.

Pre-press 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 **pre-press** 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 flagship Nilpeter flexographic press. With an exceptional range of substrates, and expanded capabilities that include screen print, foil stamping, embossing and more, we can match perfectly to your PSL needs.
- Our **finishing** department has state-of-the-art technology and highly customized innovations specifically designed to maximize efficiency and minimize your cost. Our finishing technology is able to slit to very precise tolerances while automatically removing excess waste.
- 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 PSL project. You'll be in good hands.





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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

