LIGHTNING LABELS

THE LIGHTNING FLASH

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The quarterly newsletter from Lightning Labels, the leader in digital label printing

WWW.LIGHTNINGLABELS.COM

Custom Window Decals, the Superior Alternative to Traditional Static Clings

Lightning Labels is pleased to announce that we have added custom-printed window decals to our product line.

Our custom printed window decals are an excellent alternative to traditional static clings.

Why worry about static clings staying in place when our custom window decals are more durable and have an adhesive backing that ensures they stay put?

What Makes Our Window Decals Different

Ultra-Removable Adhesive Backing. Our custom printed window decals look and feel just like traditional static clings, but are backed with an ultra-removable adhesive. The addition of this adhesive ensures that your window decals will stay in place where you want them, and come off cleanly when you remove them.

You will not have to worry about our custom window decals leaving behind any residue, as long as you apply it to a smooth, non-porous surface.

Durability. The ultra-removable adhesive is extremely durable. This adhesive is also UV resistant, making our window decals ideal for a variety of outdoor applications and storefront window installations.

Flexibility. Our window cling material is extremely f exible, making it possible to apply it to a variety of curved surfaces. They are respositionable, reusable, and do not ghost nor stain.

Versatality. Our adhesive window cling material can be applied to the outside or inside of the window. It can be used on any smooth, nonporous surface including glass, plastic, mirrors, and metal surfaces such as painted steel.

It can be printed with a white base, giving it more of an opaque look that enhances the visibility of graphics, or printed with transparent inks that let more sunlight in when adhered to windows.

All of our custom printed window decals are die-cut. We can laminate them with either a matte or gloss f nish. The gloss f nish makes our window decals especially vibrant, setting them apart from many of our competitors' window clings and window decals.

Wide Range of Applications. The number of applications for this extremely versatile product is only limited by your imagination.

Our custom window clings can be used for everything from posting your hours of operation, accepted credit cards, special promotions, and holiday decorations on your storefront windows, to showing off your team spirit through custom-printed vehicle decals that won't damage your vehicle like traditional stickers might.

Our window decals are perfect

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In this issue:

From the Desk of James Lowry

Our Window Decals Really Stick

After weighing our options, we chose to add custom printed window decals to our product line instead of static clings. Here's why:

Static clings are f lm-based products that you most commonly see applied to the inside of storefront windows, as holiday decorations, and to car windshields as vehicle service reminders. Everyone has fun applying them and trying to f gure out how to get them to stick to the window without actually using anything sticky. You often have to resort to doing things like wetting the static cling and carefully smoothing out bubbles to get it to stick. What surface you apply it to, how clean the surface is, and the smoothness of the surface is very important.

Window decals are often used in many of the same applications as static clings, yet are backed with adhesive. The adhesive is clear, so it does not negatively affect the image printed on the f lm. It is also ultra-removable, which means no residue is left behind when you remove the decal.

The key benef t of using window decals vs. static clings is that the adhesive backing on the window decals ensures that they will easily stick where you put them, and stay there until your remove them. We believe this option gives you equal print quality with even greater versatility when it comes to applications. There is nothing like the conf dence of using a label you know you can count on to perform.

Custom Window Decals, the Superior Alternative to Traditonal Static Clings

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Key Benefits

Of Our New Adhesive Window Decal Material

- **Durability**
- **Flexibility**
- **Stays in place**
- **Ease of application**
- **UV resistant**
- **Indoor/outdoor applications**
- **Can be Applied to virtually any smooth, non-porous surface**
- **Affordable**
- **Repositionable**
- **Reusable**
- **Can be applied on the inside of vehicle windows**
- **Unlike traditional stickers, our window decals do not leave behind residue**
- **More affordable & versatile than permanent signage**
- **Over 1,000 sizes to choose from**
- **Less prone to bubbling than traditional static clings**
- **Custom printed to your specifications**
- **Affordability**
- **Outstanding graphic quality**
- **Clear adhesive background**
- **Adhesive backing is ultra-removable, doesn't leave behind residue when removed**

for applying to both glass and mirrored surfaces. The face stock of the material we use for our window decals is clear with excellent clarity.

This material is also perfect for printing decorative window decals that can be repositioned and used again and again. Change them out with the seasons, or have decorative window decals custom printed that you can leave up year-round

Remember, they are UV-treated, so you won't have to worry about them fading and losing their attractiveness for quite a while.

And just because they are called "window" decals doesn't mean that their uses are limited to windows. They can be applied to virtually any clean, smooth surface.

For instance, a savvy entrepreneur could order custom printed window decals and sell them in sets as decorative kitchen decals. Cusotmers could use them to spice up their kitchen by applying them to canisters, non-heated appliances, tiles, and yes, windows. And when they were ready for a new look, they would simply change the decals.

Adhesive window decals can be leveraged in a variety of low-cost, effective branding and marketing initiatives. For example, they can be used to brand a f eet of company vehicles at a far cheaper cost than custom glass etching.

They can even be used to brand company property. Adhesive custom window decals, for instance, make it possible to affordably brand your workers' hard hats.

Or use adhesive custom printed window decals in place of permanent signage on storefront windows and doors. They are far more convenient to apply and more affordable than permanent signage that requires painting or glass etching. And, of course, they can be easily replaced or removed altogether without leaving behind any adhesive residue.

Please Note: The maximum size that we can print adhesive window decals is tabloid size, 11 -by-17-inches.

Adhesive window decals can also be applied to the inside of vehicle windows. Typical vehicle applications for this material include vehicle service reminder stickers (i.e., oil change stickers), parking decals, school spirit decals, and sports team stickers.

Our adhesive static cling decals are also less likely to bubble than traditional static clings, will stay in place despite changes in weather, and require absolutely no water to apply.

This versatile material can also be used to advertise company services, telephone numbers, and websites when applied to rear windows.

The possible applications for our adhesivie window decal material are virtually limitless. The primary limitation to leveraging them for business applications is one's imagination.

With all these benef ts, why would you consider ordering traditional static clings when you could have extra-durable, UV-coated, adhesive window decals that stay in place instead?

But don't just take our word for it. Order one of our label sample packs so that you can judge the quality of our custom-printed adhesive window decals for yourself.

You may also wish to get one or more instant quotes for our window decals on our website And of course, you can always email us with any questions, or call us toll-free at 1-888-685-2235.

Our knowledgable customer service representatives are standing by ready to help you.

~Christy Correll

Stand by to see if his hair sticks to the balloon.

Customer Focus

Lynn Yeager & Janice Copley, Owners & Operators
The Cookie Momsters (Jacksonville, Florida)

On most afternoons, The Cookie Momsters Bakery in Jacksonville, Florida, is crowded with families taking time out of their hectic schedules to enjoy freshly baked pastries, cookies, and muff ns with each other and their neighbors. You would never know by the smiles on the kids' faces that these baked goods are completely free of gluten, dairy, soy and wheat products—ingredients most of the children in this bakery cannot tolerate.

To Lynn Yeager and Janice Copley, Owners and Operators of The Cookie Momsters, afternoons like this mean they have achieved success. They are doing exactly what they set out to do when they founded their business two years ago: creating cookies and other sweets for children with food allergies that taste exactly like the treats they grew up enjoying.

The idea for The Cookie Momsters started with a lunchtime discussion in a middle school cafeteria, where Lynn and Janice were both teachers.

Lynn recalls sharing with Janice how frustrating it was to be unable to whip up a batch of yummy cookies at home for her three-year-old son, Jacob, due to the restrictions placed on his diet following a diagnosis of autism. Janice told Lynn that she thought they should create their own frozen cookie dough for moms in the same situation.

Right there in that school lunchroom, The Cookie Momsters was born.

Above: Janice and Lynn (pictured left to right) in the kitchen of The Cookie Momsters Bakery.

Left: Lynn Yeager enjoys seeing her son, Jacob, enjoy a Cookie Momsters treat.

Janice and Lynn got to work creating their original chocolate chip cookie recipe, testing each version on their seventh and eight grade students who were free of food allergies and therefore knew what a good chocolate cookie should taste like.

After their 17th attempt, The Cookie Momsters' chocolate chip cookie beat Nestle Tollhouse's version!

Not long after, Lynn and Janice had come up with tasty recipes for other allergy-free cookies and were shipping their frozen cookie dough all over Florida.

Since then, they have opened the only gluten-free bakery in Northeast Florida. Individuals can also order their gluten-free cookie dough mixes online through their website.

For Lynn and Janice, the most rewarding part of starting their own business has been seeing children's faces light up when they discover that they are allowed to eat their sweets—and that those sweets actually taste good. REALLY good.

"We get more praise for our cookies and muff ns and cakes than we ever did teaching," Lynn said.

As the business has grown, so has the need to have their product labels professionally printed.

The Cookie Momsters trusted Lightning Labels to print their custom labels on the recommendation of Gabby's Ice Cream, and they haven't looked back since.

"The quality's great, and (Lightning Labels) has been awesome to work with," Lynn said.

~Christy Correll

LIGHTNING LABELS
2369 S. Trenton Way, Denver, CO 80231

20 Uses for Our New Adhesive Window Decal Material

- Vehicle service reminder stickers
- Posting store-front hours
- Displaying icons of accepted credit cards
- Branding company vehicles
- Holiday decorations
- Showing school spirit
- Posting warning signs
- Displaying assocation memberships
- Obscuring ugly views
- Enhancing privacy
- Branding hard hats
- Special promotions
- Push/Pull door signs
- Alternative to permanent signage
- Decorating year-round
- Company logos
- Reducing glare
- Showing team spirit
- Rear window signage
- Fun giveaways

Learning About Labels

Corner Radius

What does corner radius mean and how is it measured?

A corner radius describes how rounded the corner is for a rectangle or square label. To understand exactly how the corner radius is measured it will help to revisit some geometry that you no doubt learned (and maybe later forgot) in high school math class.

It may be completely obvious to most people, but it is worthwhile stating here that a corner radius will only apply to squares and rectangles. Ovals and circles have no real corners, so they will not have a corner radius measurement.

A rounded corner on any rectangle is actually an arc of a circle. So, imagine that you completed the arc to create a circle that included the corner arc.

Like all circles, this circle has a radius. The radius of a circle is the distance from the midpoint of the circle to the circumference.

So the corner radius measurement used is the actual distance from the center to the circumference of this "imaginary" circle that includes the corner arc of the square or rectangle.

If I have lost you, don't worry.

You just need to remember this:

As you can see from the diagram above, the larger the corner radius measurement, the more rounded the corner.

So a 1/4" (0.25") radius is much more rounded than a 1/16" (0.0625") radius.

If you want to see exactly what the corners will look like for your rectangle or square label, then just ask us for a die line.

We will be happy to email you a PDF of the die shape so you can see for yourself.

~Peter Renton

p: (888) 68-LABEL
w: www.lightninglabels.com
f: (303) 695-0441
e: info@lightninglabels.com

Published by Lightning Labels, LLC
2369 S. Trenton Way, Denver, CO 80231
Edited by: Christy Correll christy@lightninglabels.com

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