

THE LIGHTNING FLASH

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

WWW.LIGHTNINGLABELS.COM

Achieving the Flash for Cash

Designing Chrome BOPP Labels That Set Your Products Apart from the Competition



Award-winning chrome labels designed by Josh Tocko of Premier Design for NRG-X Labs™.

In today's cut-throat market, businesses are competing for the almighty dollar. You may have the most talented marketing staff, the biggest ad campaign, and the best product—but if your product label doesn't grab the consumer's attention within three to five seconds, you are throwing away a lot of money.

Whether you are an internationally recognized corporation like Hersheys™, or a small Missouri-based nutraceutical company such as NRG-X LABS™, the look and design of your product label can determine whether or not consumers will buy your product.

The question, then, is how to achieve the "flash for cash." How do you design your most important marketing vehicle, your product label, to make your product stand out from the competition? You may think it's complicated. The truth is, you can set yourself apart from the pack by simply having your labels printed on a chrome substrate.

A chrome substrate, also known as a metallic substrate, can be compared to the shiny side of aluminum foil. It has all the shine and gloss as aluminum foil, but can be printed on top of with a 4-color process like the one Lightning Labels uses. Consequentially, a label printed on a chrome substrate will reflect light better than a label printed on a white substrate. A chrome label stands out 200% brighter than other labels on a retail shelf, so using chrome labels is an excellent way to get a leg up on the competition.

Special Considerations for Designing Chrome Labels

Anyone can take their existing label design and have it printed on a metallic substrate to give it a bit of sparkle. However, you may not be happy with the end result, the look of a bottle completely wrapped in tin foil. This is because when printing ink on a metallic substrate in CMYK, the colors take on a different profile. Hue shift occurs, luminance is muted, and saturation is affected. This alters the colors that you are used to seeing printed on a normal white substrate.

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From the Desk of James Lowry



What a Chrome Label Can Do for You

"What is a chrome label and what can it do for me?"

We have had great success answering that question for our customers in the past, especially when it came to the results they enjoyed from the appearance of their product labels.

Building on that success, we are now considering adding other chrome and holographic materials to our line up of product labeling materials that you can choose from. We are currently considering adding a rainbow-colored holographic material.

At the same time, we realize that there are many other options to choose from and would like your input on this decision. What types of chrome and metallic films do you believe would give your product labels the results you are seeking? What materials would help your products stand out on retail store shelves? What chrome, metallic, and holographic materials might work for your product packaging and increase your sales?

Some examples that come to mind include: a mosaic pattern, diamond deck plate, crystals, and the sparkles design. Obviously, we will have to confirm availability of these different materials as we work through this selection process, but we will seriously consider adding any labeling materials to our lineup if there is enough interest.

Please respond to james@lightninglabels.com with your thoughts.

How to Turn Silver (Chrome) Into Gold ...

Or One of the 957 Colors on Our Chrome Color Chart

The chrome BOPP we keep in stock here at Lightning Labels is a metallic silver color very similar to that of a mirror. But that doesn't mean that we cannot print labels for you that look exactly like metallic gold.

We recommend that you ask your designer to use one of our custom yellow colors as the background on your label design in order to achieve the look of a gold chrome label.

“Original Simulated Gold” is a bright yellow gold (C=26 M=26 Y=83 K=1), while “New Simulated Gold” is more subdued, and is closer to khaki than yellow (C=20 M=25 Y=60 K=25).

To see exactly what these custom colors look like when printed on our silver chrome BOPP, order one of our free label sample packs and look for the “Habanero Hell” hot sauce label.

Your designer may also simulate the effects of different types of specialty chrome materials using one or more of the 957 standard colors on our Indigo Color Chart. To order the color chart on laminated chrome, please contact us.

Designing with Chrome BOPP Labels

Continued from page 1

With the knowledge of how inks appear on metallic and regular white substrates, a designer can combine the two to produce a final piece that will get everyone's attention. How can this be done if the actual substrate is completely metallic?

The secret is to create your own (simulated) white substrate. Lightning Labels' HP Indigo presses can lay down a PMS white ink before any other ink is put down to create a simulated white substrate. When CMYK inks are printed on top of this simulated white substrate, they will appear as if they were printed on an actual white substrate such as white BOPP.

Endless Creative Possibilities

But the creative design possibilities don't stop there. For instance, you don't need to “flood” the chrome label with white ink. Instead, you can selectively use it to achieve amazing effects.

For instance, if I was going to design a chrome label featuring the Lightning Labels logo, I would have the background printed in rich blues and purples on top of simulated white substrate, accent the brand name in pure chrome by leaving negative space in the design, and print the image of a lightning bolt directly on the chrome, giving its color a metallic sheen.

By combining the techniques of printing on top of white ink, printing directly on the chrome substrate, and leaving negative space that shows the chrome substrate, designers can create chrome labels that are harmonious and eye-catching.

Preparing Your Artwork Files

When preparing files for Lightning Labels to be printed on chrome, it is important that you assemble your artwork for success.

A layered EPS file is the best way to achieve the desired result

One layer would need to be your 4-color artwork, with a second layer on top representing the placement of white ink. White ink is always printed first or behind other colors. The “white layer” should be assembled with all of the elements to be printed in white represented

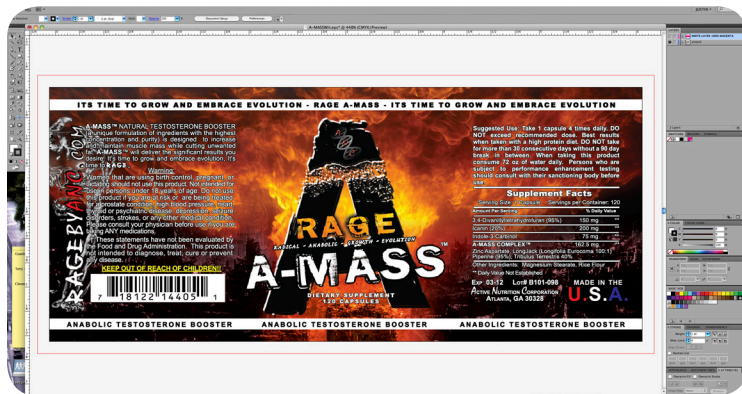
in a 100% channel color (e.g., 100% Magenta, Cyan or Yellow), the most common being 100% Magenta.

Finally, a press proof is highly suggested as it can sometimes be hard to visualize the end result. The screenshots below show examples of file assembly and the printed result.

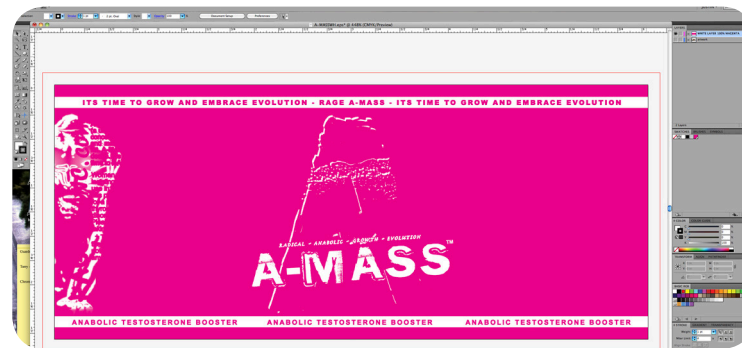
~Josh Tocko

About the Author

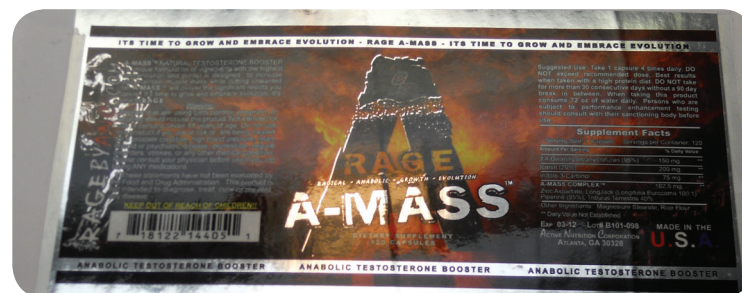
Josh Tocko has worked in marketing, advertising, and design for 16 years. During this time, he has also owned businesses in wholesale, commercial, and retail outlets. Leveraging his real-world experience and knowledge of consumer trends, he continues to aid businesses of all sizes across the US in successfully creating, designing, and marketing products that make a positive impact on the people that purchase them. To learn more about Josh, visit his website, Premier Design; email him; or give him a call at 651.587.0999.



EPS layer showing 4-color artwork for chrome label design.



EPS layer showing white ink placement for chrome label design.



Multi-layered label design printed on chrome BOPP.

Customer Focus

Joshua B. Smith, Owner of NRG-X Labs™ (Springfield, MO)



Joshua B. Smith pictured in front of a Times Square billboard that featured him as one of Inc. Magazine's 'Top CEOs in America Under 30.'

Joshua B. Smith founded his sports supplements company two years ago, NRG-X Labs™, for the simple reason that he thought it was the right thing to do.

Having been named in 2007 as one of *Inc. Magazine's* "Top CEOs in America Under 30," Joshua's first entrepreneurial venture was an e-commerce company that he started with \$50 in a spare bedroom. To say that it was a financial success is an understatement. In the six years that Joshua owned his online fitness and nutritional products store, he sold over \$15,000,000 of fitness and nutritional products, and was #40 on *Inc. Magazine's* list of fastest growing retail businesses in the US in 2007.

At this point, though, Joshua was waging an internal battle. The deeper he involved himself in the nutraceuticals industry, the more

uncomfortable he felt participating in what he was starting to realize was an untrustworthy marketplace.

"It was commonplace to hear of another manufacturer's CEO or founder going off to jail again because of some illegal substance in their formula or, even worse, finding out that what they said was in the formula wasn't ... it was just sugar flavored powder!" Joshua recalled.

Ultimately, Joshua founded NRG-X Labs™ with the purpose of proving that "Godly principles of honor, trust, respect and doing the right thing because it's the right thing can be successfully applied in business and in the sport supplement field."

Even though he knew it would cut deep into his profit margins, Joshua decided from the start that all of NRG-X's products would be exclusively made of ingredients

sourced in the US so he would know that what he was buying was authentic. Joshua believes that nutraceuticals sourced from outside of the US are not regulated and therefore are not as trustworthy as ones sourced domestically.

Joshua also felt it was important to have his products be certified by the National Sanitation Foundation (NSF) and the Federal Drug Administration (FDA). NRG-X currently is cGMP certified, meaning that it meets the Good Manufacturing Practices (GMP).

When it came to spending more money for certifications, Joshua's investment paid off. When it came to investing in product labels, however, Josh learned that spending a lot of money doesn't guarantee a quality product and good customer service.

Prior to discovering Lightning Labels, Joshua had purchased product labels from two other printing companies. When one of the companies told him it would take at least 12 weeks to correct a mistake they had made on his label order, he jumped on the Internet and found Lightning Labels.

Thinking that this would be a one-time order, he was surprised to discover that the labels that only took a few days to print digitally were "10 times better" than the ones he had been ordering from more expensive flexo printers. Prior to stumbling across Lightning Labels, Joshua had been paying more money (including

expensive plate fees) for grainy-looking labels that took six to 12 weeks to print.

He was also impressed by the quality of Lightning Label's customer service department, which connected him to award-winning graphic designer Josh Tocko of Premier Design. Since then, Premier Design has won two prestigious awards for labels designed for NRG-X Labs™ that are printed on chrome BOPP.

"When I first started NRG-X Labs™, I wanted something that would set apart our 'look' from the hundreds of other sports supplements on the market," Joshua said. "Josh Tocko at Premier Design recommended using chrome in our label design to add that extra edge in shelf presence. We started incorporating it into a few of the new labels, and now use it in nearly every label we print."

Joshua says he has noticed an increase in sales and customer feedback on the unit that NRG-X Labs™ packages with chrome labels.

"Having Premier Design work so closely with Lightning Labels to produce a sharp and crisp label, while still using chrome, sets both of them above and beyond other design and printing firms I have used in the past."

Needless to say, Joshua is now a lifelong customer of Lightning Labels.

~Christy Correll

Lightning Labels News

Plan Ahead Now for the Holiday Season

Make plans now to order the custom labels and stickers you will need for your holiday promotions. Please keep in mind that our average turnaround is three to four business days following final approval. You should also take into consideration that Lightning Labels will be closed these days:

- Thursday, Nov. 25
- Friday, Nov. 26
- Friday, Dec. 24

Reminder Regarding Proof of Tax Exemption

In accordance with the sales tax laws and regulations, Lightning Labels requires customers who are exempt from paying sales tax to provide us with a Resale or Exemption Certificate, or equivalent documentation. This exemption typically applies to customers who resell goods, and may apply to other customers as well. Customers who do not provide proof of exemption are charged sales tax in accordance to the laws and regulations of the states where they do business.

Please contact Lightning Labels with any questions.

Characteristics Of Our Silver Chrome BOPP

- Shiny Metallic Finish, Similar to That of Aluminum Foil
- Oil & Moisture Resistant When Laminated
- Extremely Durable
- Makes Products Stand Out on a Retail Shelf
- Extremely Versatile in Terms of Both Design & Possible Applications

Learning About Labels

What is the Difference Between Chrome Paper & Chrome BOPP?

We are sometimes asked why we keep chrome BOPP in stock here at Lightning Labels, yet do not choose to print labels on chrome paper. The reason is that chrome BOPP is more versatile and holds up better in most applications.

Allow me to explain. Chrome paper and chrome BOPP share some similar characteristics. They both have a glossy metallic finish similar to that of aluminum foil, but are much lighter in weight. Chrome paper and chrome BOPP are most commonly produced in the colors silver and gold. What makes chrome BOPP a better choice for most applications than chrome paper is its durability

Unlaminated chrome BOPP, which is uncommon, is more durable than chrome paper to start with. Chrome BOPP is usually laminated, whereas chrome paper is not laminated. The lamination step enhances the durability of the end product, and makes it resistant to water and oils. It also gives it a glossier finish than chrome paper, almost like a mirror.

The enhanced durability of laminated chrome BOPP makes it an excellent choice for a wide range of applications, including all types of product labels. Chrome BOPP is widely used in food packaging container applications (think chip bags) and in specialty applications related to electronics and insulation

Other names for chrome BOPP include metallized paper and metallized film.

Curious about how chrome BOPP and chrome paper are made? Chrome paper, also known as metallized paper, is produced by melting and vaporizing metal in a vacuum while passing a paper substrate around a chilled roller and over the point of vaporization. The vaporized molecules then collect on the cool paper, leaving it coated with a layer of metal that is about 1 micron thick. Aluminum is most commonly used in this process, followed by copper alloys.

Chrome BOPP is made using the same metallization technique as chrome paper, except that a bi-axially orientated polypropylene (BOPP) is used as the base substrate instead paper. Chrome BOPP is also usually laminated.

Source: Illustrated Encyclopedia of Labels and Label Technology by Michael Fairley.

~Christy Correll

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