



# Heavy Duty Plastic Labels with Dimension

Make an Impact with Embossing



There is more to plastic label design than meets the eye. A lot more. Although we often start designing product identification from a visual standpoint, the design is only part of the story. Effective label design starts with understanding your needs and your products.



Labels are used to highlight and reinforce your brand. That sounds simple, but it can be more complicated than you might think. Labels need to capture customer attention, but the way they do that will be different for each label.

Choosing to add dimension through embossing is one way to stand out among competitors. In this eBook we'll look at options in embossing plastic to make an impact for your brand with product identification.

#### **Available Materials**

- Polycarbonate (Lexan)
- Polyester (Mylar)
- Vinyl



# DURABLE LABELS FOR CHALLENGING CONDITIONS

Types of heavy-duty plastic labels utilizing embossing include pressure sensitive labels, security labels, OSHA safety labels, high-temperature labels, chemical resistant labels, permanent labels and more.

## Applications

Here are a few examples of the kinds of industries and harsh environments that rely on embossed plastic labels.

- Automotive
- Industrial Equipment
- Medical
- Technology

# EMBOSSING PLASTIC LABELS

Embossing utilizes a custom tool to create a raised surface, adding dimension and drawing attention to your label.

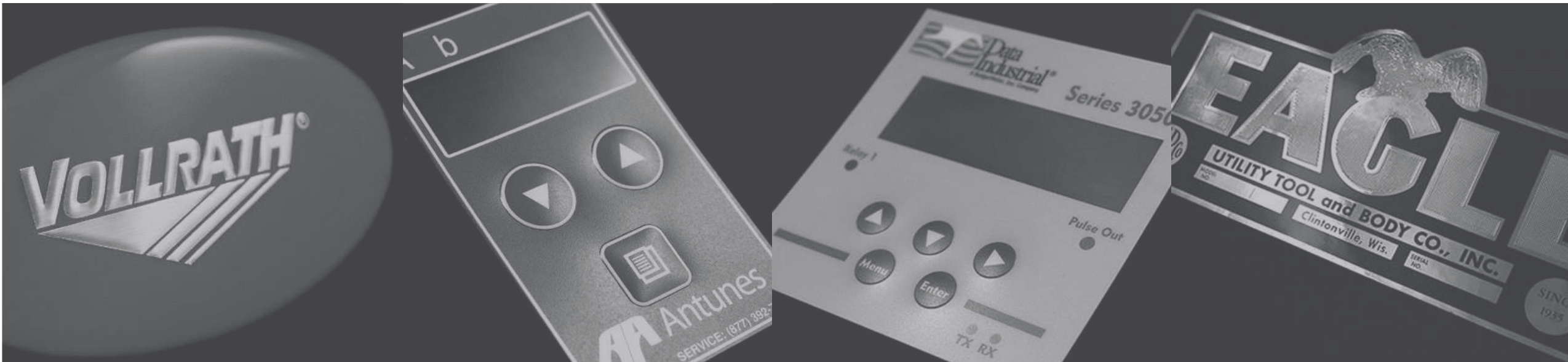
## **Finish Options**

- High Gloss (shiny)
- Low Gloss (matte)
- Velvet
- Hard-Coated
- Multi-Gloss



# DIMENSIONAL BRAND AWARENESS

There is something to be said for the impact that a custom embossed label or overlay brings to the table. It naturally draws your attention. Options for embossing on plastic include:



Logos or Text

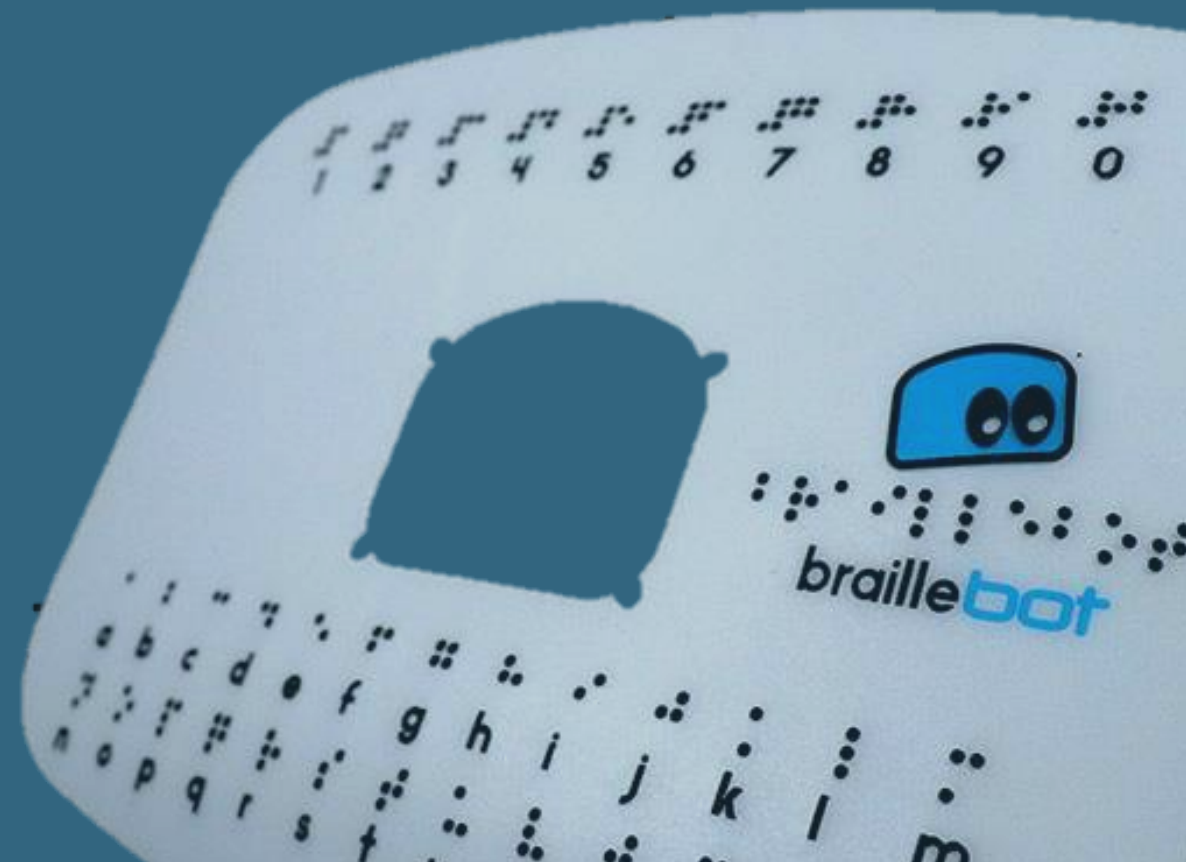
Borders

Buttons

Patterns

# LOGOS OR TEXT

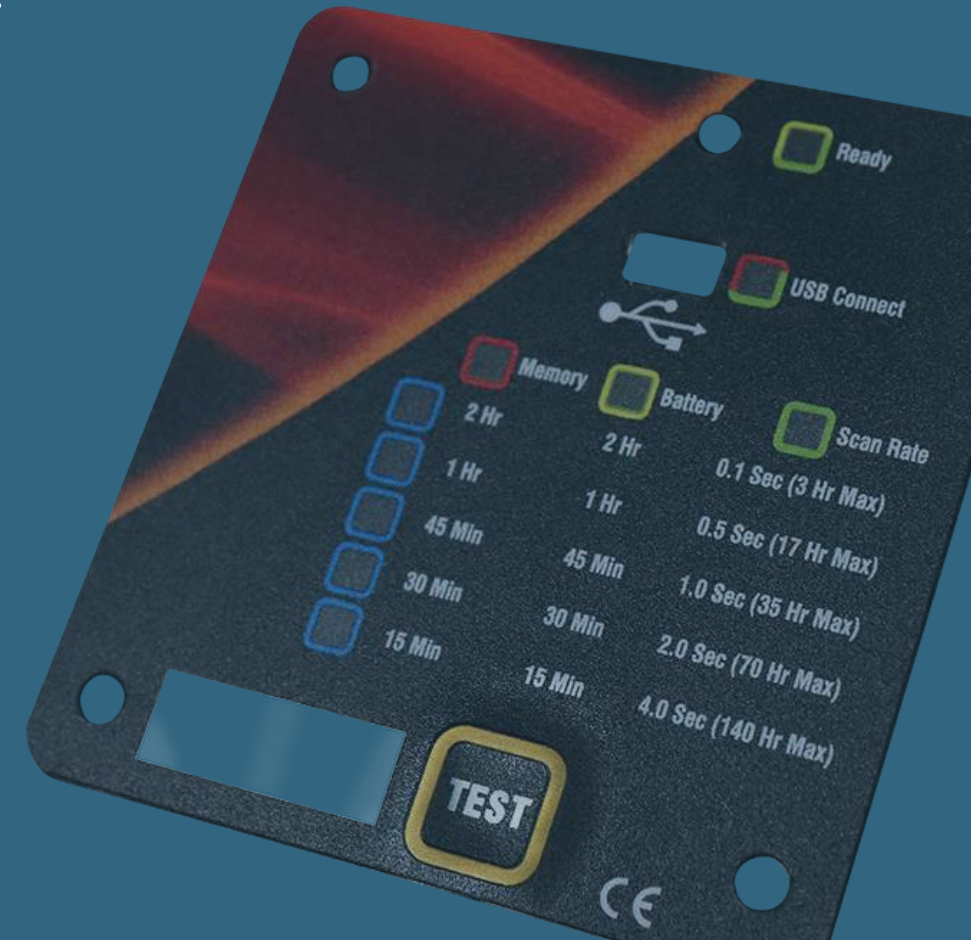
Use embossed graphics to emphasize your logo or key product information.





# BORDERS

Embossed borders create visual and tactile dimension to bring attention to a label or define the location of a button.



# BUTTONS

Embossed buttons are functional and aesthetic. Selective gloss or texture can further distinguish the design.



# PATTERNS

Embossed elements are not limited to graphics, borders or buttons.





# DIMENSION AND FUNCTION

There are several options to add dimension along with functionality for your plastic label or overlay. Embossing is one of these and we can help walk you through the possibilities that make the most sense for your application.

[GET A QUOTE](#)

# RELATED RESOURCES

Check out these articles and eBooks for even more helpful information to explore ways to make an impression and enhance brand awareness with nameplates, labels, overlays, and trim.

## Articles

6 Tips to Simplify Graphic Overlay Design

3 Ways to Add Dimension to Nameplates

When and Where Embossing on Plastic Material Makes Sense

## eBooks

7 Ways to Increase Product Branding Impact

Custom Domed Nameplates and Labels

Customized Durable Safety Labels





# ABOUT MCLOONE

At McLoone, we combine creativity and expertise to custom manufacture graphic solutions that help you professionally brand your product. Whether building to print, creating rapid prototypes or collaborating on a custom solution, we're known for meeting deadlines and exceeding expectations.

Quality is integrated into every area at McLoone, from prototyping through delivery. We are ISO 9001:2015 registered and comply with RoHS3 and REACH requirements.

**65 YEARS** STRONG AND GROWING

Submit your requirements for pricing and see how McLoone can help create an attractive nameplate or label.

GET A QUOTE

*info@mcloone.com*

