



# Avery Branding Merchandising Labels



Check out our new range of Branding and Merchandising Products



## CASE STUDY: Linda Vojkovic Central Coast NSW



[www.naturalcare.com.au](http://www.naturalcare.com.au)

### Background

When the prognosis for her beloved horse looked grim, Linda Vojkovic turned to herbal therapies with unbelievable results. Inspired by the abilities of natural healing, Linda took this passion to a new level and started her own business.

"My vision was to provide a full comprehensive health care service aimed at helping animals and people," says Linda. Linda works closely with traditional doctors and veterinary surgeons to produce excellent alternative healing solutions.

The Naturalcare Company has been trading since 2004 and Linda is now a Fully Qualified Medical Herbalist, a professional member of the National Herbalist Association of Australia and the Australian Traditional Medicine Society. Her range of products, including herbal tonics, shampoos and topical lotions and more, is available via her website, local markets and shows.

### Challenges

Operating in a niche market and specialised area meant Linda was faced with many challenges right from the start.

One of the main issues for The Naturalcare Company has been branding and image. "It is hard to look professional and credible when I just manufacture from a small home office," says Linda.

The Naturalcare Company produces small batches of individual remedies and rarely has the need for large print runs for labelling. Linda needs the flexibility to create on demand. The challenge is to maintain this flexibility without adding any more time or cost to the process.

Many of the products from The Naturalcare Company are used outdoors so labels must be durable to the elements, long wearing and hardy.

Linda's biggest challenge overall is standing out amongst the myriad of similar products in the marketplace. Ensuring her brand stands out will be vital to her success.



### Solutions

Avery's new range of Branding and Merchandising products are the perfect solution for a business like Linda's. The *Glossy White Oval Labels* and *Textured White Arched Labels* are ideal for labelling Linda's products, many of which are packaged in plastic bottles and jars.

The *Textured White Arched Labels* are wet resistant and have the ability to stick to a variety of hard surfaces meaning they won't peel off when exposed to elements such as water, and colours won't run when wet. With supporting templates, Linda can print labels easily and effectively.

"I have always been impressed with Avery consumer services. If I have any issues they are only an email or phone call away which is comforting to know," says Linda. At an affordable price point, Linda can be sure she never runs out of supplies or resources that could be invested into other important aspects of her business.

The Avery Branding & Merchandising products help Linda market her brand confidently and develop a professional image with the new stylish and premium look of her labels.



# Branding

## Glossy White Oval Labels



- Ideal for branding your products, brochures, mail and other business items
- Permanent adhesive works on glass, plastic, paper and more

- Print-to-the-edge feature lets you create a custom look throughout the whole label
- Compatible with laser and inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980000	L7102™	Glossy White Oval Labels *NEW*	63.5 x 42.3mm	18	10

Templates Available:



## Glossy White Round Labels



- Ideal for branding your products, brochures, mail and other business items
- Permanent adhesive works on glass, plastic, paper and more

- Print-to-the-edge feature lets you add a full-colour background to your brand logo, product name, address or message
- Compatible with laser and inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980001	L7105™	Glossy White Round Labels *NEW*	60mm Dia.	12	10

Templates Available:



## Kraft Brown Round Labels



- Ideal for branding your products, brochures, mail and other business items
- Environmentally friendly labels are recyclable and made from 100% recycled material

- Permanent adhesive works on glass, plastic, paper and more
- Print-to-the-edge feature lets you create a custom look throughout the whole label
- Compatible with laser and inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980002	L7106™	Kraft Brown Round Labels *NEW*	60mm Dia.	12	15

Templates Available:



## Textured White Arched Labels



- Labels are ideal for branding chilled products as the permanent adhesive and colours stay when wet
- Textured water-resistant labels are perfect for liquid products in glass bottles and jars, plastic, metal and paper

- Print-to-the-edge feature lets you create a custom look throughout the whole label
- Only compatible with laser printers

code	software code	description	size	labels per sheet	sheets per pack
980003	L7118™	Textured White Arched Labels *NEW*	57.2 x 77mm	9	10

Templates Available:





## CASE STUDY: James Axisa Nelson's Bay NSW



[www.baybeans.com.au](http://www.baybeans.com.au)

### Background

James Axisa founded Bay Beans in 2006 based on his passion and enthusiasm for premium quality coffee beans. Bay Beans is an online business providing speciality coffee beans to businesses, cafes and homes across Australia.

James individually hand roasts and packages fresh gourmet coffee beans in Nelson Bay and delivers free directly to his customers anywhere in the country, within 24 hours. Using seasonal beans, James is able to produce the most flavoursome blends which he also exhibits at various markets across Port Stephens, NSW.

### Challenges

Despite business being good, creating professional looking labels has always been a struggle and printing costs continue to be a concern.

Bay Beans product varieties change often and committing to and printing large quantities of labels results in wastage. James currently has used small colour address labels from a mail order company to keep costs down, but whilst they serve this purpose, he feels they lack a professional look and feel.

"My labels are black and white and quite frankly, boring," says James. "My current client base purchases my product purely due to the high quality of product, but the limitations I have in terms of packaging is, I believe, an obstacle for generating new business referrals," he adds.

Operating in a very competitive industry, it is important for James to portray a professional image to continue to move towards his vision of being a stand-out supplier in Australia.



### Solutions

The new Avery Branding & Merchandising range has a number of customised solutions to help businesses like Bay Beans. Creating and printing his own Avery labels allows James to save time and money.

The new *Kraft Brown Round Labels* act as a nice alternative to his existing 'boring' labelling. Self-adhesive, earth friendly and made out of 100% recycled materials, these labels give the Bay Beans brand a new rustic look that is contemporary and compliments the original branding without breaking the budget.

With supporting online templates both blank and pre-designed, creating a label is fast and easy. The templates are flexible and James can adapt his labels as his product range changes or expands. "I found the Avery Design & Print Online support system was very intuitive and helped guide me through the whole process," he says.

James regularly exhibits at markets and the *Removable Shelf Tags* and *Removable Retail Signs* help display his brand clearly and effectively. James can customise and promote his products, special sales and promotions in a way that grabs attention. The removable adhesive feature means James minimises wastage, allowing him to reposition and get creative with his displays.

With Avery's help, James can produce a stand out stall that gets noticed and draws in new customers to the Bay Beans experience.

# Merchandising

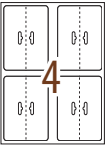
## White Printable Bag Toppers with Bags



- Customise retail packaging or create promotional giveaways with your company name, product or logo
- Easy step-by-step instructions are included
- Package includes 40 bags and 40 toppers with pre-applied adhesive for quick and easy assembly
- Optional perforated holes can be removed to display bags on slot or hang sell
- Compatible with laser and inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980004	L7112™	White Printable Bag Toppers with Bags *NEW*	48 x 137mm	4	10

Templates Available:



## White Removable Shelf Tags



- Attract consumer attention to new products, sales, promotions, special offers and more
- Removable adhesive lets you quickly and cleanly change tags as needed
- Recommended for laser printers

code	software code	description	size	labels per sheet	sheets per pack
980005	C32301™	White Removable Shelf Tags *NEW*	85 x 55mm	6	10

Templates Available:



## White Double Sided Printable Tags with Strings



- Display your logo or company information in rich colours and sharp text with our double sided cardstock quality material
- Includes perforated holes and premium-style fabric string with a quick latch fastener for easy and secure attachment
- Only compatible with inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980006	C32300™	White Double Sided Printable Tags with Strings *NEW*	89 x 51mm	10	10

Templates Available:



## White Removable Retail Signs



- Create unique, customisable signs for your business
- Signs stay in place and remove cleanly leaving no messy residue (intended use of no longer than four months)
- Signs work in two ways - completely remove backing for a 215.9 x 279.5mm letter size sign to stick on walls or detach front adhesive strip to apply a 196.9 x 260.4mm sign on the inside of a window
- Only compatible with inkjet printers

code	software code	description	size	labels per sheet	sheets per pack
980007	J8112LT™	White Removable Letter-size Retail Signs *NEW*	Window 196.9 x 260.4mm, Wall 215.9 x 279.5mm	1	10

Templates Available:

