

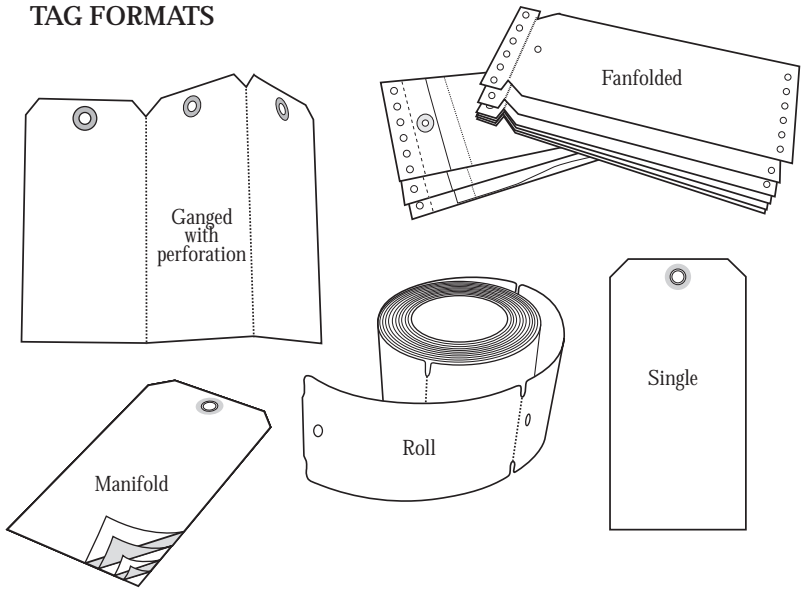


We produce custom tags and pressure-sensitive labels from initial concept and samples through delivery of printed, finished pieces. Since 1935 we've been working with companies throughout the nation.

**CUSTOM  
DESIGN,  
PRODUCTION  
AND QUALITY  
PRINTING**

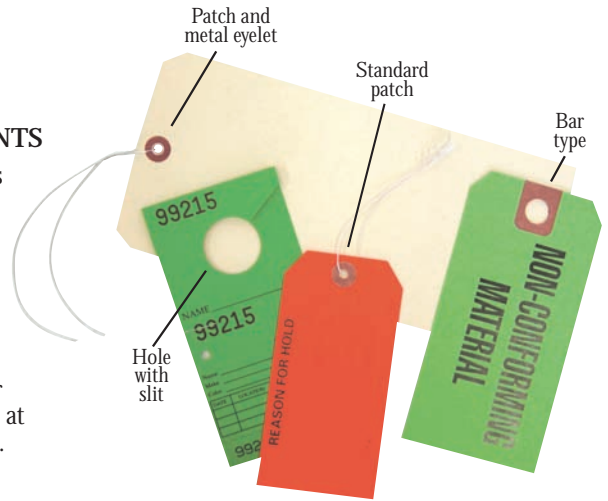
# CUSTOM TAGS

## TAG FORMATS



## TAG HOLE REINFORCEMENTS

Two different names have been used for this construction - either reinforced holes or fiber patches. We use a brown fiber patch as our standard. Mylar strip patch and color patches are available at an additional charge.



### TAG SIZES

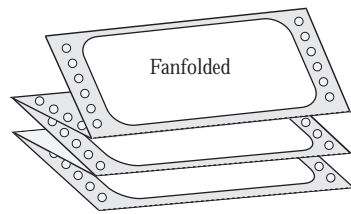
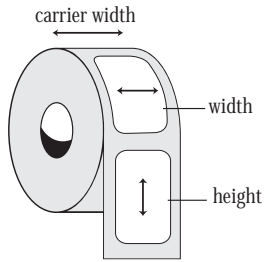
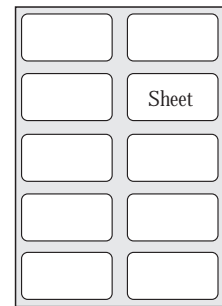
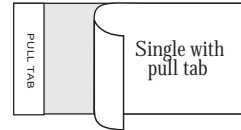
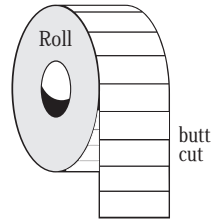
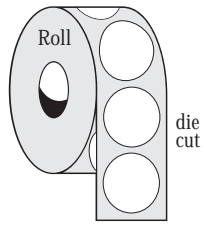
We offer a variety of standard size tags. This illustration shows the actual size of them. You are not limited to the sizes shown.

<b>1</b>	2 3/4 x 1 3/8	3.8 sq. ins.
<b>2</b>	3 3/4 x 1 3/8	5.3 sq. ins.
<b>3</b>	3 3/4 x 1 7/8	7 sq. ins.
<b>4</b>	4 1/4 x 2 1/8	9 sq. ins.
<b>5</b>	4 3/4 x 2 3/8	11 sq. ins.
<b>6</b>	5 1/4 x 2 3/8	13.8 sq. ins.
<b>7</b>	5 3/4 x 2 3/8	16.5 sq. ins.
<b>8</b>	6 1/4 x 3 3/8	19.5 sq. ins.



# CUSTOM LABELS

## LABEL FORMATS



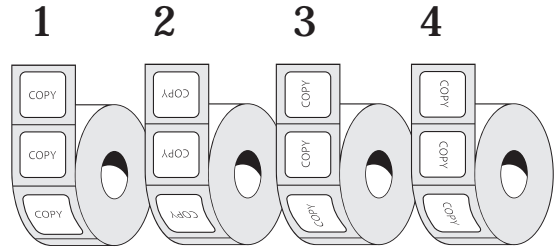
When specifying labels use width x height.

## LABEL UNWIND STYLES

Direction of unwind is determined by how they will be used at your facility. We are familiar with many machine types and can offer recommendations that may best suit your situation.

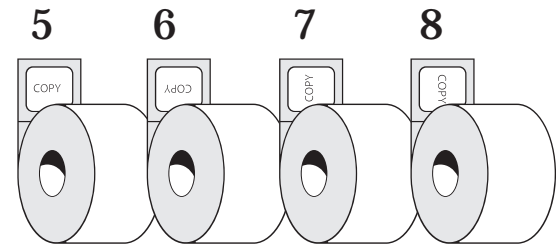
### LABELS WOUND ON OUTSIDE OF ROLL

- 1 Top of copy dispenses first
- 2 Bottom of copy dispenses first
- 3 Right side of copy dispenses first
- 4 Left side of copy dispenses first



### LABELS WOUND ON INSIDE OF ROLL

- 5 Top of copy dispenses first
- 6 Bottom of copy dispenses first
- 7 Right side of copy dispenses first
- 8 Left side of copy dispenses first



## STOCK SELECTION

We offer both paper and synthetic stocks. Paper is generally best for indoor applications and synthetic for outdoor, high heat, or very demanding applications. Both types of stock are available coated or uncoated.

## COLORS FOR TAG STOCKS

These colors are always available on our floor. You can specify virtually any color stock and we will source or tint it.

### STANDARD COLORS

Manilla	Dark Green	Gray
White	Light Green	Brown
Red	Yellow	Lilac
Dark Blue	Orange	Salmon
Light Blue	Pink	Buff

### FLUORESCENT COLORS

Red	Green	Yellow
Orange		Pink

## INK COLORS

Specify any pantone color(s) and we can print from one up to seven spot colors or four-color process.

## FINISHING OPTIONS

**SCORING** - impresses or indents an area to make it easier to fold

**PERFORATION** - creates areas that are removed while leaving much of the stock intact to allow for tearing a portion of a tag or label off easily

**LAMINATION** - either gloss or matte finish protects printed information

**UV COATING** - provides resistance from the damaging effects of the sun

## NUMBERING

We can print numbers in a large variety of fonts/typefaces and many different sizes. Here is a sample of the more common choices.



## BARCODING

We print consecutive, static, machine and human readable codes.



## ATTACHMENTS

**STRINGS - Pulled Through and Knotted (P.T.K.)** - a knotted loop length 3-1/4" up to 6-1/4"

- **Looped** - two loose ends, string lengths 12" to 16" in total length
- **Elastic** - with loop length from 2" to 3-1/2"

**HOOKS - deadlock, safety, and meat varieties**

### WIRES

- **Galvanized** 23 or 26 gauge
- **Copper** 23 gauge
- **Stainless steel** 26 gauge, attached with a double end (10", 12" standard, 14" or 16" total length of wire) or single end (6" standard, 7," or 8")

### LOOSE STRINGS AND WIRES

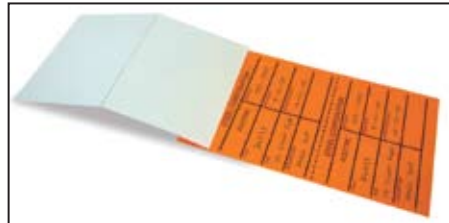
- **#5 string** bundles of 1000
- **Plastic coated wire** bundles of 1000
- **Galvanized wire**, 23 and 26 gauge, in 12" and 24", bundles of 1000

## SELF-SEALING LAMINATED TAGS AND LABELS

To withstand the harsh outdoor elements self-sealing lamination is a reliable solution. Two additional benefits are the UV protection and the information covered by the lamination becomes permanently encased and thus protected from the elements as well as eliminating the possibility of the information being altered.



2. The user of the tag simply folds back the mylar lining paper flap and eases the polyester laminate across the surface of the tag



1. Information is written on the top surface of the tag



3. The polyester overlay covers the entire face of the tag for permanent protection

## HOLD & RELEASE PROGRAM

If you choose to print a larger quantity of tags or labels than you immediately need, Badger will hold the remainder in inventory and drop ship as you direct. This allows for economical printing since you print the greater quantity at one time but don't have them take up your valuable warehouse space. This is also a nice option for companies that have multiple manufacturing locations. Please call to discuss this program.



PO Box 306, Random Lake, WI 53075  
 920-994-4348 or 800-331-4863  
 Fax 920-994-2040  
 www.badgertag.com  
 e-mail: sales@badgertag.com