

BASE FORMULA Ltd

LABEL FACT SHEET

We have been offering our customers versatile low cost labels for years. These have traditionally been ordered over the telephone or in person whilst visiting our premises here in Melton Mowbray. Whilst these two options are still available we have decided to offer our unique labels to a wider range of customers through our website.

Labels by their very essence are not a product that can be offered on the internet as simply as most other products and in order to make this process as streamlined as possible we have produced this Fact Sheet to help explain the two main types of labels we produce and how to order them to get the finished label you require.

Type 1: Customisable Polyethylene Labels:

Highly water and oil resistant and available in 3 different designs, 4 different colours and a range of set sizes. These labels can be easily customised free of charge by using our standard templates as shown on our website. A minimum order of just 100 labels gives you the versatility of having your own branded professional products for very little outlay. The labels come on A4 sheets and the amount of labels on the sheet varies according to the size and shape of the label chosen. You can choose one of our attractive designs and include your own name and contact details plus a range of other product information. All of this information can be submitted at the time of order using the special text boxes on our website. There is a maximum number of characters available per section so please choose your words carefully and ensure that there are no spelling mistakes.

These labels are also suitable to write on using fine tipped permanent marker pens also available on our site.



(See website for more)

Type 2: Custom Designed Vinyl Labels:

As with polyethylene labels these labels offer superb water and oil resistance but with the added advantage of not being restricted to set designs, colours or sizes. We can make labels to custom shapes, without the usual expense of having die cutters made, for no extra charge. Because we use our large format digital printers to produce these labels we can produce incredible ranges of colours and on a variety of different stocks including matt, gloss and even transparent vinyls. Minimum orders of 100 labels per type are applicable to these labels but this is still very low when compared to using traditional printing presses where you would be hard pushed to find minimum run lengths of under 1,000 labels.

If you already have a label design for product you can supply us with your own artwork. If you don't have artwork but would like to create a bespoke design for your product we also offer a competitively priced in-house design service (see below).

To discuss your bespoke label requirements and for a free no-obligation quotation please contact us directly on 01664 501110 or email info@baseformula.com.



Artwork for Custom Designed Vinyl Labels:

We charge a set artwork fee for label design work, this is shown on our website as one fixed amount and unless you are providing artwork yourself you will need to purchase at least one lot of artwork which normally covers most types of designs. After ordering artwork we will contact you to gain a brief from you as to what you would like us to design for you. As most of our customers have more than one product we make only one charge for setting up to four labels as long as they follow the same basic design. So for example you may have a shampoo, conditioner, moisture lotion and a cream. For this we charge only one artwork charge. For reprints there will be no artwork charge unless changes are required, then minimal charges will be applicable at that time depending on the extent of the changes required. On some occasions on particularly complex designs a further charge may be required. This will be advised to you before work commences.



Frequently Asked Questions:

What happens after I have purchased label artwork?

Within 48 hours (except at weekends and bank holidays) a member of our design team will contact you by telephone to go through what you have in mind for your label(s).

Will I get a proof before printing?

If you have ordered custom designed labels an electronic proof will be sent by email to you and from this you can make changes as necessary. We will only print your labels once we have an e-mail back from you confirming that the proof(s) are correct. If you order one of our customisable template designs your labels will be produced directly upon receipt of your order. You will not receive a proof so please ensure that you do not make any mistakes when you enter your label information online as we do not accept any responsibility for errors made by yourself at the time of order.

How long do the labels take to produce?

Our customisable template designs take no longer than our standard order delivery time which is a maximum of 5 working days. Custom designed labels have to be booked on to the presses so we like at least 7 working days. If you require us to design your artwork then please allow another 5 working days from the initial brief to receiving an electronic proof.

Are the labels in full colour?

Yes we use full, high resolution colour printing on all labels.

Will the labels still look good in damp environments such as bathrooms?

Yes both types of labels are highly water resistant and can even withstand being in the shower with no effect on the print or the label.

Will the labels stain or smudge if I get oil on them?

Both labels are resistant to oils and a quick wipe is normally enough to get rid of any marks, however, as with most other types of label prolonged exposure to oil may mark them.

Does the artwork charge include any label printing?

No, sorry this is just for the design and setting of your label. We will provide a quote for printing upon receipt of your brief.

How do I get my existing logo onto your Custom Designed Labels.

This is included in the artwork charge and will be discussed with you in the initial consultation.

Can I provide my own artwork.

Yes, if the artwork is suitable for our presses you do not have to purchase artwork. We accept the following formats: EPS, PDF, PSD, AI (all versions)

Can I have some samples of labels you have produced to see the quality and finish?

Yes, just drop us a line and we'll mail you a sample pack of labels we have recently produced.

Contact Base Formula on 01664 501110 for more information or assistance.