



*Labeling America's Famous Names Since 1896*



# Labels & Innovative Packaging

**Prep:**

- Full-service prepress art department
- Online Database Management System
- G7 calibrated proofs and 100% digital workflow
- Digital direct to plate technology

**Printing:**

- **Lithography (Litho or Offset Lithography)** - Lithography utilizes flexible aluminum plates for running film, paper, metalized paper and light weight board stock. Litho is ideal for larger run jobs. In-line coatings include: varnish, aqueous and UV.
- **Flexography (Flexo)** - Flexo utilizes a relief plate that can print on just about any substrate including sleeve and lid films, pressure sensitive and paper stocks. We offer in-line back printing, die-cutting, laminating and cold-foil stamping.
- **Digital** - Digital printing is a cost-effective method for producing smaller orders of custom labels or sleeves with crisp text and vibrant colors. Variable data technology makes printing barcodes, multiple SKUs, consecutive numbers and multiple designs fast and easy.

**Finishing:**

- **Lithography (Litho)** - embossing, collating, die-cutting, cut and stack labels and lids
- **Flexography (Flexo)** - slitting, seaming, inspecting and foil stamping roll-fed labels and sleeves
- **Digital** - slitting, seaming and inspecting roll-fed labels, cut labels and sleeves

**CERTIFICATIONS AND AUDITS:**

- AIB Audited with GMP Inspection
- GMI Certification - Approved in 2014
- HACCP Accreditation - Approved in 2014



# Craft Beer and Beverage Labels

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Gameze offers many label solutions for the Craft Beverage Industry: Printing Digital, Flexo & Litho labels. We produce the labels you desire:

## Pressure Sensitive

- Custom Shapes
- Digital and Flexo capabilities
- 100's of substrates available

## Cut & Stack and Custom Shapes

- Cost efficient
- Environmentally friendly and sustainable options
- Metal, lightweight and wet strength stocks
- 7/C Process capability 8/C capacity

## Shrink Sleeves

- Digital and Flexo capabilities
- Perfect for innovative shaped containers
- 360° Decoration

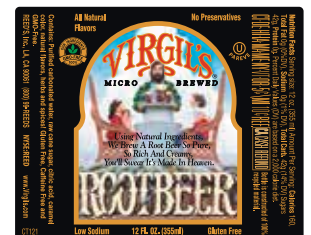




# Digitally Printed Labels, the possibilities are endless...

Gamse's Digital Printing delivers quality, speed and precision. The options are endless for all of your Pressure Sensitive, Shrink Sleeves and Paper label needs.

- Color Management matches across entire label programs
- Cost efficient:
  - Gamse's innovative brilliant white is a cost effective alternative to screen printing
  - Zero plate or cylinder costs
- Huge 29" x 43" print capacity
- Ideal for short runs, fast turnarounds, refined graphics, test markets, variable data and Just-in-Time inventory
- Many finishing choices:
  - Die cutting, Straight cut, Roll-fed, Coatings and Inline Lamination
- Multiple options for innovation: test marketing, promotional samples, variable printing and sequential numbering: You decide!
- Perfect registration every time: even on challenging graphics and substrates
- 7/C (CMYKOGV) presses allow broader color gamut with more accurate color and spot color reproduction
- 100's of substrates available



# Flexographic Roll Fed Labels: Exceptional Line Performance

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Gamse's Flexographic Printing department produces labels using a variety of substrates with a multitude of finishing options. Your label can be uniquely and recognizably yours.

- Cost Efficient using in-line finishing
- Custom in-line Die-cutting and Back Printing
- Environmentally friendly and sustainable options
- State of the art Paper press technologies across a wide range of substrates
- Various Paper and films (BOPP), metal and holographic paper and films
- Premium Finishing Options include; Foil Stamping, Embossing, Backside printing, in-line lamination and die cutting with Aqueous Coating, UV Coating and varnish options to suit your needs
- Layered Applications; Roll on Labels, Roll on Shrink, Low and High Shrink and Pressure Sensitive
- Shrink Sleeves allow 360° decorations
- 10-Color Capacity - dramatic color, HD certified print quality with in-house plate making, servo driven presses to control tight registration.
- 100's of Substrates available



# Offset Labels: Straight and Die Cut

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Gamse's Offset Printing for your brand provides many substrate and finishing combinations for a totally premium look.

- Aqueous & UV coatings and varnish options to suit your needs
- Cost Efficient: offering combination and dedicated press runs
- Environmentally friendly and sustainable options
- Paper, Wet Strength, Synthetic, In-Mold, Metallized substrates and more!
- Quantities into the millions of labels, we can design a program just for you
- Straight Cut, Custom Die-cutting, Embossing & Collating
- 8-Color capacity offers: 7-Color Expanded Gamut or 4/C plus up to 4 spot colors



# Expanded Gamut printing... Give 'em the “WOW” factor

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Gamse's Expanded Gamut printing delivers dynamic labels by utilizing 7-Color process printing. This results in accurate Pantone® simulation without the cost.

- Gamse's Expanded Gamut allows matching brand colors utilizing Cyan, Magenta, Yellow, Black and a combination of Orange, Green and/or Violet, eliminating the overhead of spot color printing
- Creates labels with a larger gamut (READ: brighter colors) for better shelf appeal
- Cost efficient: effectively gang labels on the same press sheet while maintaining critical brand colors
- Accurate rendering of 93% of Pantone®+ Color Book
- Print combination sheets without limiting the number of spot colors available

We understand the importance of giving you options when it comes to printing. Gamse's package decorating solutions are tailored to your needs.



Expanded Gamut combo press runs give you amazing color and flexibility



# Shrink Sleeve & Shrink Packaging decorate 360° of your product!

### Advantages of shrink sleeves and labels:

- 360° decoration allows for more dynamic full body designs and details.
- Transparent materials highlight the contents in the package.
- Integrated seal, with vertical perforation provides tamper evidence.
- Digital or flex printing capabilities.
- Reverse printing protects ink from scratching & wear while maintaining high gloss finish.
- Shrink films work with innovative shaped containers that distinguish the product on the shelf and accommodate ergonomic designs.
- Multipack combinations and bundling provide innovative surfaces & promotional opportunities.
- Additional decorating options include clear windows and metallized foils or holograms.
- Our full service manufacturing includes printing, slitting, seaming, cutting, climate controlled storage and specialized shipping required to maintain the integrity of the sleeves.

### CERTIFICATIONS AND AUDITS:

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We have shrink solutions that allow Gamse to grow with you. As your sleeving needs increase, we have the print capabilities to produce any quantity of sleeves.

Vertical perforations for visibly integrated  
**TAMPER RESISTANCE**

**CUTTING-EDGE DISTORTION CONTROL** allows for 360° full-color printing which conforms to package contours

**A VARIETY OF SUBSTRATES ARE AVAILABLE**  
Gamse stays up to date on the latest innovations in media including increasingly popular **ENVIRONMENTALLY FRIENDLY** options

Reverse printing (on the backside of clear media) creates **UNBEATABLE DURABILITY** against scuffs and scratches





# Shrink Packaging Technologies

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There are a variety of materials that can be used for shrink sleeves and roll-fed, wrap shrink labeling. The following table will help you understand the differences between them and may be able to assist you in choosing which material might be best for your application. When in doubt, be sure to contact Gamse Labels & Packaging to be confident that you have the right substrate to meet your packaging needs.

MATERIAL	APPLICATION	ADVANTAGES	DISADVANTAGES
<b>PVC</b> (Polyvinyl chloride)	shrink sleeves	<ul style="list-style-type: none"> <li>• up to 60% shrink</li> <li>• dominant film in the market</li> <li>• long history of performance</li> <li>• lowest cost</li> </ul>	<ul style="list-style-type: none"> <li>• tends to “smile” or “frown” on oval or rectangular containers</li> <li>• perceived as environmentally unfriendly</li> </ul>
<b>PETG</b> (polyethylene terephthalate glycol)	shrink sleeves	<ul style="list-style-type: none"> <li>• up to 78% shrink</li> <li>• high level of clarity</li> <li>• higher growth than PVC</li> <li>• versatile shrink curves</li> <li>• low and high shrink force available</li> <li>• softer, better for squeezable applications than PVC</li> <li>• 40, 45 and 50 micron available</li> </ul>	<ul style="list-style-type: none"> <li>• higher cost (supply &amp; raw materials)</li> <li>• tends to “smile” or “frown” on oval or rectangular containers</li> <li>• shrink force can be a concern with empty containers</li> </ul>
<b>PET</b> (polyester)	shrink sleeves	<ul style="list-style-type: none"> <li>• up to 77% shrink</li> <li>• low shrink curves</li> <li>• high gloss and low haze</li> <li>• reduced “smiling” on both ends of the container</li> <li>• more recyclably friendly than PETG/PVC</li> <li>• same chemical footprint as a PET bottle</li> <li>• interchangeable with PETG on the application line with little to no adjustments</li> </ul>	



**Call us, we can simplify your label program!**

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