

# THE CLEAR CHOICE

## Shrink Label

# MOCKUPS



360° shrink labels provide maximum control of clarity, texture, opacity color, tamper-evidency and product discovery.

### YOUR "PRESENTATION" POP QUIZ:

How do you win the pitch for a shrink label that dramatically improves shelf presence & cuts costs?

- A. Show them your computer screen, paper printout, or even a transparency with white-out artistically dabbed on the back... (guess again).
- B. Have everyone close their eyes and imagine how a label might shrink around contours. Then have them imagine how the package might look on the shelf... (guess again).
- HINT HINT** C. Let them touch it, see it and believe it with TRACO 2-day SuperShrink® film mockups... (no more guessing!)



See fold, perf, seam & shrink.

Show how to cut production costs when you combine a label with a tamper-evident perf for the ultimate in consumer acceptance.

Verify layflat fold, shrink percentage, bar-code legibility and the results of reversed or artistic fonts, dot gain and shrink impact.



With 70% of consumer choice focused on the shelf, load the odds in your favor with a full shrink label display.

<b>SUBSTRATES</b>	PVC, High Shrink PVC, PETG, OPS
<b>*COST PER SHEET</b>	\$100, 2 sheet minimum for P.O.
<b>MAX SIZE</b>	12" x 19" (labels per sheet determined by size)
<b>SHRINK DIRECTION</b>	Portrait or Landscape
<b>PROCESS COLORS</b>	CMYK
<b>SPOT COLORS</b>	White, Gold, Silver, 6-colors as PMS
<b>MAX TURNAROUND</b>	U.S. 2 days from art approval, 12 noon Mountain
<b>SUPPORTED FILES</b>	Mac/PC Illustrator 11, CorelDraw 12, .tiff, .eps
<b>DPI</b>	600dpi, vector illustration with CMYK + Spot
<b>MOCKUP SEAM</b>	Adhesive, from 4mm to 10mm
<b>AI DIELINE</b>	Ask for a FREE label dieline & quick-read info set
<b>APPLIED MOCKUP</b>	Send minimum of 2 containers per product

\*Shipping additional. Mockup fee non-refundable but can be applied to printed shrink film orders placed with TRACO.

**1.800.284.9727**

SuperShrink® Film • [Traco.biz/mockups.html](http://Traco.biz/mockups.html)

