



new
DIMENSION
L A B E L S

...a Graphic Dimensions Company

CUSTOM LABELS



INFINITE POSSIBILITIES

Welcome to New Dimension Labels!

New Dimension Labels is a wholesale custom digital and flexographic label provider headquartered in metro Atlanta, Georgia. New Dimension Labels is staffed by experienced label industry veterans (in all aspects of our operations) who take great pride in supporting resellers in growing their business. Our core values are to provide unparalleled quality and superior service. We are a privately held, wholly owned division of Graphic Dimensions (Graphdim.com).

Our Goals are to provide:

- Exceptional customer service from proactive label professionals
- Technical assistance to insure our labels meet or exceed expectations
- The best solution for the application
- Fast turnaround on estimates and finished labels
- High Quality Printing via advanced digital and flexographic manufacturing processes
- Competitively priced labels that help our resellers obtain and keep new business

Value Proposition:

New Dimension Labels is a dedicated and dependable wholesale manufacturer of digital and flexographic label products. We are committed to consistent growth of our company and the growth of our reseller partners. We will achieve growth by exceeding the quality and service expectations of our distributor reseller partners every day, because we truly care.



Capabilities

New Dimension Labels is a full service custom label manufacturer, offering a full line of pressure sensitive materials. Contact us if you don't see the material or size that you need. Our label experts can find the best solution for your project.

Capabilities include:

- Premium Flexographic printing for Labels, Film, Unsupported substrates, and more
- Digital Offset Labels
- Variable Data & Personalization
- Vast selection of materials, shapes and sizes
- Finishing in Rolls, Sheets or Fanfold stacks
- In-House Prepress
- Computer to Plate processing

Production Time:

Digital Offset - 3-5 Days
Flexographic – 10 days or less
Rush Service Available

Proofs

PDF Free
Press Proofs Available

Shipping:

FOB Atlanta, GA

Materials

We can provide virtually any label material you may need.
Below are our most common label substrates:

Films

- White or Clear BOPP, Polyester or Vinyl
- Metalized BOPP and Polyester
- White or Clear Static Cling

Paper

- EDP
- Thermal Transfer and Direct Thermal
- Semi-Gloss
- Matte or Gloss laser
- Fluorescent stocks
- Estate Stocks (4,8,9)

Protective/ Specialty Coatings

- Matte or Gloss UV Varnish
- Matte, Gloss or Imprintable Laminations
- Thermochromic Inks (temperature activated)
- Metallic Ink

Adhesives

- Permanent
- Removable
- Ultra-removable
- All purpose temperature
- Freezer

Label Markets Served:



Food & Beverage

Perhaps the single largest label market, these labels need to have vibrant colors and graphics to grab attention. Our customer service team will help you with the design, selecting the proper material and finishing details.



Health & Beauty

These labels need to look great and perform when exposed to oils, fragrances or moisture. We have the expertise to help you select the best label material for the application.



Household & Industrial Chemicals

These labels can be exposed to harsh chemicals that can deteriorate graphics and necessary regulatory or product use information. Rely on our experienced staff to assist you with your selection of the proper materials and protective coatings or laminations to use.



Industrial

Our durable industrial label products are available with many finishing options that resist tearing, punctures, moisture and other extreme environments.



Manufacturing & Contract Packaging

We work closely with you to ensure that the correct face material, adhesives and protective finish is selected for any given application.



Nutritional & Supplements

New Dimension Labels can assist you with the continuously evolving demands and regulatory changes needed for this market segment.



Promotional

Our high color digital and flexographic labels are perfect to help your customers market their business or products.

Label Products Offered:



High Color Custom Product Labels

Our process and spot color labels accentuate your customer's brand by showing their product in brilliant color.



Bumper Stickers

We offer bumper stickers printed in traffic stopping colors that withstand harsh elements and resist fading.



Popular Shapes and Sizes

We offer popular circles, rectangles and ovals. See our website for a complete listing.



Special Shapes

Our experienced label team can assist you in creating uniquely shaped labels guaranteed to grab attention.

Specialty Labels



Instant Redeemable Coupons

We can assist you in creating labels that target impulse purchasers to choose your customer's product over a competitor by offering an instant discount or offer.



Removable Labels

These labels are ideal for temporary signage or as a magnetic replacement.



Static Cling

Our static cling product can adhere to almost any smooth surface and can be printed with high color graphics and ink colors that are sure to get attention and promote brand awareness.



Tamper Evident

We offer many options to help prevent fraud and product alterations.



Variable Data & Barcodes

Each individual label can be unique from simple numbering and barcode changes to graphic image changes for one to one marketing projects.



Window and Door Decals

These labels are great for advertising, promotion and safety applications.

Artwork Specifications:

New Dimension Labels is equipped with a state of the art prepress department to insure your label order prints correctly. Please contact customer service if you have any questions.

Below are guidelines for submitting artwork:

Sending Artwork

Email – art@newdimensionlabels.com

(Max email file size 5 MB).

Files greater than 5 MB need to be uploaded to our FTP site at:

www.newdimensionlabels.com/ftp.

Sending artwork via mail or freight:

New Dimension Labels

Attn: Prepress Art Dept.

675 Hartman Rd.

Austell GA 30168

File Formats Accepted

Original PC or Mac formats are accepted. Mac formats are preferred.

Media Accepted

Email, FTP, Flash Drive, CD or DVD.

File Types Accepted

Adobe Illustrator, Adobe InDesign, Adobe Photoshop or PDF files. We prefer an Adobe Illustrator EPS file with all fonts converted to outlines.

Image mode and resolution are extremely important to ensure correct color and clarity. All image based files need to have a resolution of 300 d.p.i. at actual size. All RGB images will be converted to CMYK which can cause color shifts.

Fonts Accepted

We have a large library of today's most popular fonts. It is always best to supply all fonts used in your design to eliminate any possible delay.

Full Bleeds and Layouts

A full bleed is when colors “bleed” off the label's edge. If your label has a design or background color intended to cover the entire surface of the label, then we need a 1/16” bleed around each edge of the label. It is also wise to leave at least a 1/16” area of clear space (e.g. no significant design element or text) inside the die-cut area to allow for very slight shifts during die-cutting.

Other Considerations

Please check your design and spelling before sending art to us. Corrections or modifications made after the proofing stage will incur extra time and expense since the entire pre-press process would be repeated to incorporate changes.



Frequently Asked Questions:

What are the differences between Flexographic and Digital Label Production?

The table below provides a comparison of when it is best to consider using Flexographic Printing (Flexo) vs. Digital Printing.

Characteristic:	Flexo	Digital
Make Ready Cost		✓
Make-Ready Time		✓
Press Speed	✓	
Ink Color Matching	✓	
Multiple Versions		✓
Very Short Runs		✓
Long Runs	✓	
Die Cutting	✓	
Variable Data Printing		✓
Specialty inks & Coatings (Security, Heat Reactive, scratch off, etc.)	✓	

What are your minimum quantities?

As few as 100 labels up to millions.

What is maximum size label that you can produce?

We can print labels up to 12" X 24".

Can your labels be used in both inside and outside environments?

Yes, contact customer service to assist you in selecting the correct label material, protective coating or lamination and adhesive for the specific application your labels will encounter.

What finishing options do you offer?

Matte/gloss/printable UV varnish and/or laminations.

What quality screens can you produce?

We can produce up to 200 Lines per inch (l.p.i.) with most process jobs being run @ 150 – 175 l.p.i.

What types of products is New Dimension Labels competitively priced on?

We are competitively priced on custom labels used for product identification and/or product promotions.

What makes New Dimension Labels different from other trade-only competitors?

We realize there are many custom label providers to choose from and several have similar equipment and capabilities. However, it is the experience of the staff at New Dimension Labels that makes the difference. All come from the label industry with decades of experience. We take the time to understand all aspects of you and your customer's goals and expectations so you will receive consistent high quality custom products and service – which is what you expect! In short, we do what we say we'll do.



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