

Advice for 1st time label buyers

Here at Northrop's we love helping businesses get the labels they need and are very happy to give free advice on everything to do with labels, including the selection of the right materials and adhesives for application. If you are looking for a label specialist who wants to give you their full attention and understand your needs then you have come to the right place!

What should you do?



The first step is to contact us by email or phone to describe what you want to achieve, and we will listen to your requirements, answer your questions and provide you with samples of previous work we have undertaken in the past before you are ready to place an order. We normally work on a 2 week turn around due to high demand so please bare that in mind. All artwork provided will need to be created to outlines and include all fonts and supplied in Illustrator to get the best from your label design. It's great if you have you own already, we can work with that and our graphic designers will make minor adjustments to fit our processes.

Hidden costs

Often first time label buyers are unaware of some of the hidden costs of labelling especially as you will probably choose to change your design many times as your products sell or needs develop. There are 4 costs you need to be aware of

Artwork – Every time you change your artwork design, your graphic designer will charge you to do this, so it's best to put some thought into it from the start. For a small charge we can design artwork for you based on any existing packaging you have, your logo or brand aspirations.

Printing plates – The majority of our work includes printing plates and we will outline these in your quotation.

Cutters –We have many cutters so if you can choose a design that uses one of these then you remove this cost completely. If you need a special shape and precise size, then these cutters are around the £100 and will make you aware of this on the quotation.

Labels – These will be prices per 1000 unless stated otherwise

The majority of our orders are dispatched with in 2 weeks from artwork approval and purchase order. To Note to help you with your enquiry we also could do with knowing the following info;

Label size
Material
Quantity (there is a minimum order of 500 labels per type)
Machine or hand applied

We are here to help

Can we help you further? Call us on **01756 700555**.