



**6 EASY-TO-FOLLOW TIPS TO MAKE  
A STATEMENT WITH COLORFUL  
CUSTOM LABELS AND STICKERS**



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## 6 Easy-to-Follow Tips to Make a Statement with Colorful Custom Labels and Stickers

### Custom Labels and Stickers Not Just Necessary, But Easy

It's no surprise to hear that today's economy is a competitive one. Businesses, manufacturers and organizations of all sizes feel plenty of pressure to stay ahead of the pack when it comes to just about everything, including sales numbers, marketing strategies, promotional messages and consumer response, to name a few.

Rather than simply hoping a product or message is noticed and remembered by prospects and customers on shelves and online, it's important for manufacturers and business owners to take their products to the next level and guarantee success by creating **high-quality custom labels and stickers**. Not only are these labels a surefire way to turn heads and increase sales, they also tell consumers a bit more about the business or cause they will support.

Custom labels and stickers do their part in ensuring the business or manufacturer stands out and makes a statement, especially with easy-to-use tools and ordering processes. Years ago, creating custom labels was best avoided by the faint of heart – multiple plate fees added up quickly, and the process was time-consuming, required experience and demanded patience. Today, however, advances like step-by-step designing, uploading and online ordering make it easy for beginners and experts to order one-of-a-kind printed projects that accurately reflect a product or service.

Although custom labels and stickers are ideal for manufacturers' products, their uses don't end there. Organizations, booster clubs, schools and consumers can benefit from designing exciting, attractive, high-quality printed products and promotional labels, too. The options to make a statement with custom labels and stickers are truly endless.



In-store and online shoppers are **ATTRACTED TO IMAGES** on product labels, which are easy to browse and **CAN COMMUNICATE A LOT** about the product and its purpose.

## How to Design and Test Printed Labels and Stickers to Boost Customer Interest

All products can benefit from custom printed labels and stickers, no matter the industry or purpose. Manufacturers can design labels in all product categories, from **custom food labels** to custom labels for nutraceuticals and bath and body product labels ... and that's just a start. Product promotion efforts can include labels, which unite specific products and business branding to create an attention-grabbing combination sure to increase sales.

But the work doesn't end once the printed labels and stickers have been designed and ordered. Just because labels are successful at first – or have been proven to be successful over the years – doesn't mean it's time for businesses and manufacturers to rest easy and rely on the same old labels to continually attract new customers. Just as companies must remain competitive and up-to-date with their product offerings, they should regularly update product labels to keep up with consumer demand.

Consider designing custom labels for seasonal holidays and events to attract consumers at certain times of the year. There are major benefits to designing limited-edition printed labels and stickers for products, which can turn products into collectibles and increase sales with loyal and prospective customers alike.

Designing printed labels and stickers isn't something that manufacturers and business owners should treat as a guessing game. Here are three design tips to remember before deciding on a brand-wide label makeover:

### 1. Image Selection is Key

In-store and online shoppers are attracted to images on product labels, which are easy to browse and can communicate a lot about the product and its purpose. When selecting an image that best reflects the product or brand, it's best to utilize high-quality images that make a statement up close and from a distance. Rather than squinting to understand what the image is or taking the time to determine how it relates to their needs, people with short attention spans who are also short on time are likely to move on to a competitor's product instead.

It's best to utilize  
**HIGH-QUALITY IMAGES**  
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## 2. Tell Consumers Everything They Need to Know

Although image selection is crucial in the success of product labels, text and copy selection is equally important. Aside from obvious elements, including text size, style and color, what is written on the product label requires plenty of thought. Business owners and manufacturers can use printed labels and stickers as a way to educate consumers on ingredients, purposes, even company or product history and testimonials. It may also be beneficial to keep the copy interesting, snappy and as to-the-point as possible, especially for browsing consumers who might also be skimming competitors' labels.

## 3. No Excuse for Mistakes and Errors

It may go without saying that many consumers are less likely to trust or buy from manufacturers that sell products with error-riddled product labels, but it's one mistake that may also end up costing additional resources to fix. Rather than risking letting even one error slip by, product producers can ask a colleague to review the label before sending it off to print, which can do wonders for sales and consumer trust.

## Take Advantage of Colors to Make a Statement with Product Stickers

Color is not only a means to attract people to a product, it also says a lot about the product and message on **product stickers**. All consumers have emotional ties to certain colors, which spur feelings and reactions from people and affect buying decisions. Here are three color categories and explanations of what each shade says about the product and its message:

### 1. Bright Colors Spur Excitement, Necessity

Many manufacturers choose to advertise close-out sales and rock-bottom prices with bright red, and for good reason. Attention-getting shades like bright reds and oranges draw consumers' eyes, which are great accent colors for messages telling consumers of a new product formula, low price or a helpful warning. Product producers will be wise to remember that reds, oranges and other loud colors should be used sparingly and paired with more subtle tones to not exhaust or turn away browsing consumers.



Using colors like **GREEN, BROWN AND CREAM** all remind consumers of **NATURE** and the earth, which can **ATTRACT THEIR ATTENTION** when browsing for **Earth-friendly products** on shelves and online.

Lightning Labels uses state-of-the-art digital printing technology to provide affordable, full-color custom labels and custom stickers of all shapes and sizes, and a full line of custom packaging products. Lightning Labels prides itself on its personalized customer service and provides one stop shopping for all of your label and product packaging needs.

For more information and to place orders online, visit [LightningLabels.com](http://LightningLabels.com). For the latest in packaging news and labeling promotional offers, find Lightning Labels on Pinterest, Facebook, Twitter (@LightningLabels), Google+ and LinkedIn.

## 2. Certain Colors Incite Feelings of Tranquility, Peace

Manufacturers that want to send a calming message, perhaps on custom color labels for bath and body care, can use shades of blue or green that are traditionally reminiscent of water, the earth, relaxation, healing and renewal. The color white often implies feelings of purity and cleanliness, which is beneficial when paired with shades of blue and green on product labels.

## 3. Eco-Friendly Colors Say a Lot About the Company

Consumers are looking for organic and eco-friendly labels more now than ever before, and brands are looking for new ways to tell prospects about company and product sustainability. What better way than by color choice? Using colors like green, brown and cream all remind consumers of nature and the earth, which can attract their attention when browsing for Earth-friendly products on shelves and online.

### How to Tie in Updated Custom Labels to Current Marketing

When creating updated custom labels, revamped designs can be even more beneficial when tied in with current marketing and branding efforts. Not only will the newly designed labels catch prospects' attention, but return customers will be able to recognize products and brands they have grown to trust and continue to purchase.

**It's wise for manufacturers to be creative when making custom labels by choosing high-quality photos and materials, easy-to-read fonts and attractive colors, but it's best to remain true to the brand and its tried-and-true marketing strategies.** Remind consumers of the brand and product, and make it easy for them to remain loyal, no matter what label marketing strategies are employed.

## SOURCES

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