

**Stand out from your competition; expand your label space without expanding your product's packaging. Make an impact by adding Extended Content Labels (ECL).**

Whitlam Group creates coupons, extended text and multipage booklet labels using a wide variety of formats and designs to suit virtually any container type. Capabilities include up to 12 colors, glossy or matte varnishing, transparent lamination, permanent adhesion to the container or pack, perforated or peel-off removable options, and a re-sealable ability, if required.

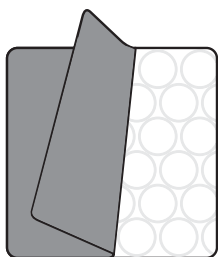
Apart from providing additional space for descriptive information, multipage solutions can incorporate barcodes, holograms and tamper-evident options. They can also be overprinted with batch numbers, sequential numbers, date or use-by information, and manufacturer codes or machine-readable data.

## ECL Applications

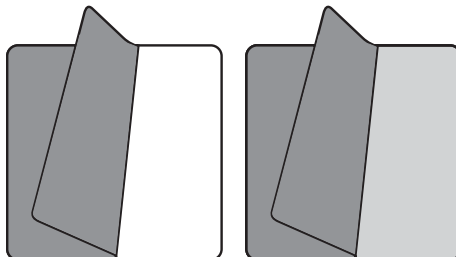
- Instructions for use
- Environmental, health and safety precautions
- Storage and disposal information
- Conditions of sale or limitations of liability / warranty
- Multiple language labeling
- Dosage information
- Legal or regulatory standards
- On-pack promotions or coupons
- Cross selling of multiple products



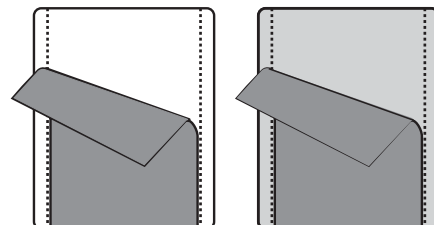
## Piggyback



Single use, dry peel circle stock, clear leave behind only.

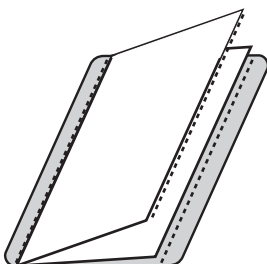


Single use with clear or printed leave behind.

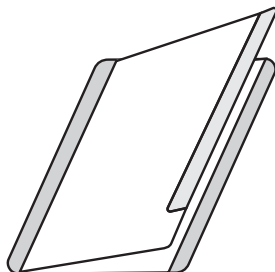


Single use, perforated tear away with printed or clear leave behind.

## Single Fold

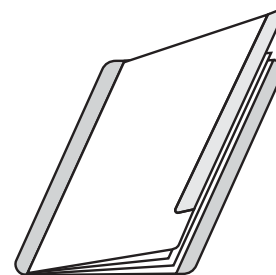


C-fold: 4 panel perforated booklet



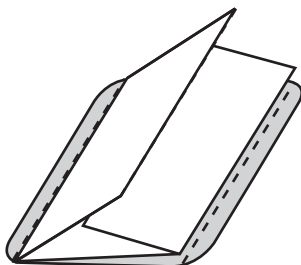
C-fold: 4 panel resealable booklet

## Booklet

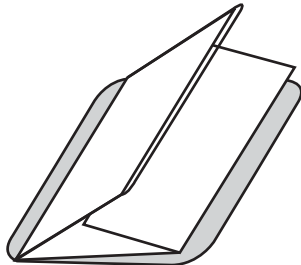


Seam-glued booklet 8 pages (depending on stock thickness)

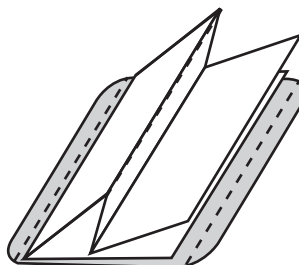
## Double Fold



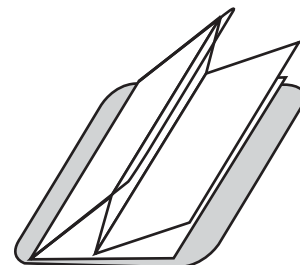
Letter fold perforated 6 panel standard



Letter fold 6 panel standard resealable booklet

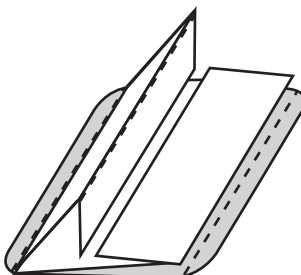


Double parallel fold 8 panel standard perforated

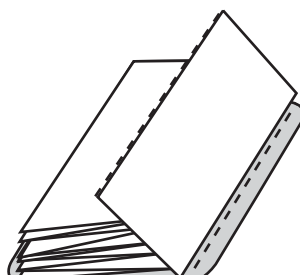


Double parallel fold 8 panel resealable standard

## Triple Fold



Gate fold perforated 8 panel standard



Combination letter / Double parallel fold 24 panel standard (depending on stock thickness)

## ECL Options

- Up to 12 colors
- Special adhesive
- Custom tailored to the application
- Conform to even surfaces
- Hand or machine applied
- Two sided printing
- Barcodes and variable data
- Produced in roll form, sheeted, and/or custom construction