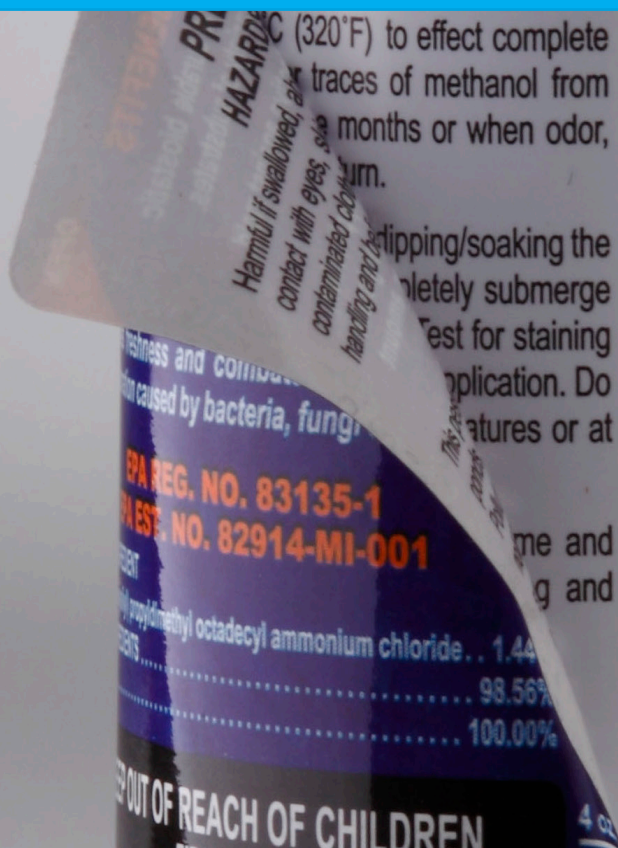




WHITLAM GROUP

# Extended Content Labels



# Extended content labels, or ECLs, are any type of label that create additional space, often through extra panels or pages.

Traditionally, labels are printed on one side of a piece of material, but ECLs typically utilize additional sides and panels to hold more information. Sometimes, like in the example shown below, labels are wrapped around the product multiple times and then can be peeled back to reveal more information.

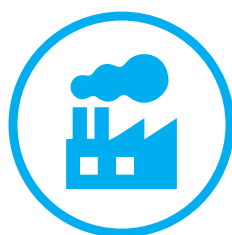


ECLs are often used for products with extensive product information, but they can also be used as a marketing tool to add value to your packaging. ECLs make it possible to include lots of information without making your packaging look cluttered, and in the process reduce the need for additional labels or pamphlets.

ECLs can be used for any product but are especially popular in the following markets:



Health & Wellness



Industrial



Beauty



Cannabis

# Why ECLs?

There are many reasons why ECLs might be a good choice for your product, but here are some of the most common.



## Added Space

Probably the most common reason that companies use ECLs in their packaging is because they don't have enough space to display all of the information that they want or need to include. Information such as dosage instructions, warnings, and multiple translations can quickly take up a lot of space. ECLs ensure that all of the information is present and legible, but in a way that doesn't take away from your branding.

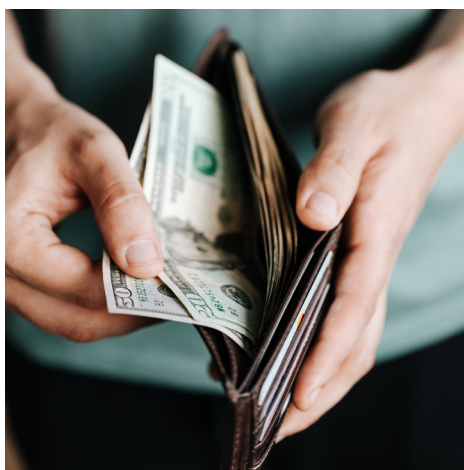
---



## Increased Marketing Opportunities

ECLs can be an excellent marketing tool for cross-selling, coupons and promotions, brand enhancement and more. For example, piggyback labels allow you to add a coupon or promotion to your product, without having to adjust your original label or packaging. You can also use ECLs to add additional information such as recipes, customer stories or brand messages in order to connect more with your consumers.

---



## Money Savings

ECLs can save your company money by reducing the need for additional labels and marketing materials. For instance, if your product is sold in multiple countries, you could create a booklet label that has multiple translations rather than creating a different label for each language. ECLs also eliminate the need for secondary labels or inserts, therefore saving money while also being more eco-friendly.



# Common ECL Types

There are countless different types of ECLs, depending on your needs, wants and requirements. Here are some of the most common types.

## Booklet Labels

Booklet labels, sometimes referred to as hinged or multi-panel labels, use a hinged design to offer two or more additional panels of printing space. They are essentially a mini pamphlet that can stand alone or travel with your product. This option is best suited when you have a lot of information that will not fit using other ECL methods.



## Peel & Reseal Labels

Peel & reseal labels either have information printed on the front and back of a label, or are wrapped around a container more than once. The label is peeled back from the container to reveal additional information, then re-applied to the container. These labels tend to be more cost effective than other more extensive ECL options.

## Peel Back Labels

Peel back labels are similar to peel and reseal labels, but instead of a front and back, they commonly include three panels of information. These labels have either a hinged top layer, where it stays connected when peeled, or a peel-away top layer that can then be applied to another surface such as an envelope, laptop, or water bottle.

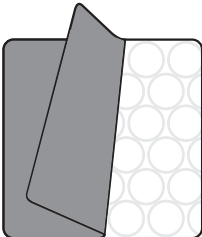
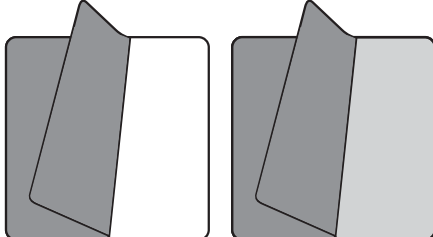
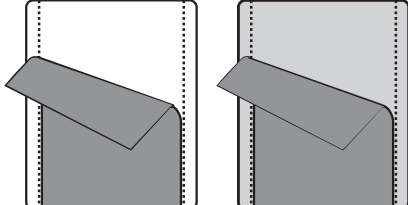
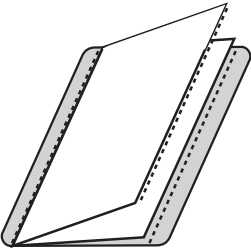
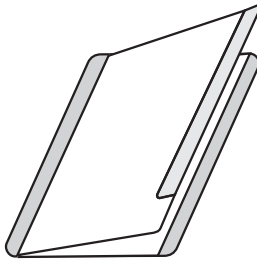
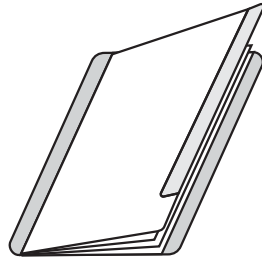
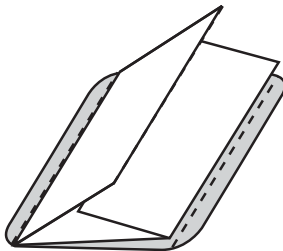
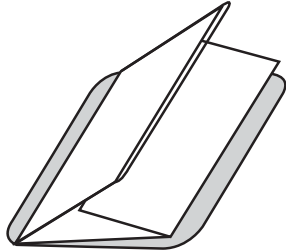
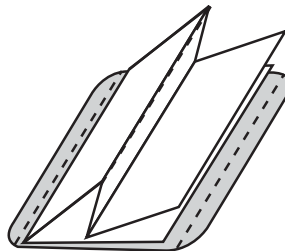
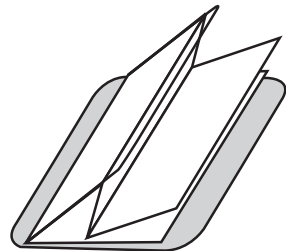
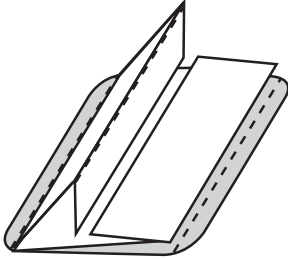
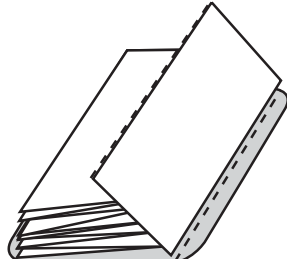


## Piggyback Labels

Piggyback labels are a type of label construction where one label sits on top of another in a single-use fashion. The top label is removed and either used or discarded, and the bottom layer is either clear or contains information. They are often used for coupons and promotions, or in inventory tracking.

# Capabilities

Below are some of the ECL capabilities that Whitlam Group offers. Use these as a starting point when considering what is best for your product.

Piggyback	<div></div> <div>Single use, dry peel circle stock, clear leave behind only.</div> <div></div> <div>Single use with clear or printed leave behind.</div> <div></div> <div>Single use, perforated tear away with printed or clear leave behind.</div>			
Single Fold	<div></div> <div>C-fold: 4 panel perforated booklet</div> <div></div> <div>C-fold: 4 panel resealable booklet</div>		Booklet	<div></div> <div>Seam-glued booklet 8 pages <i>(depending on stock thickness)</i></div>
Double Fold	<div></div> <div>Letter fold perforated 6 panel standard</div> <div></div> <div>Letter fold 6 panel standard resealable booklet</div> <div></div> <div>Double parallel fold 8 panel perforated standard</div> <div></div> <div>Double parallel fold 8 panel resealable standard</div>			
Triple Fold	<div></div> <div>Gate fold perforated 8 panel standard</div> <div></div> <div>Combination letter / Double parallel fold 24 panel standard <i>(depending on stock thickness)</i></div>		<div>ECL Options</div> <div><ul style="list-style-type: none"><li>• Up to 12 colors</li><li>• Special adhesive</li><li>• Custom tailored to the application</li><li>• Conform to even surfaces</li><li>• Hand or machine applied</li><li>• Two sided printing</li><li>• Barcodes and variable data</li><li>• Produced in roll form, sheeted, and/or custom construction</li></ul></div>	

## Learn More

ECLs are very customizable, and Whitlam Group is here to help you decide what is best for your product. We offer a wide variety of formats and designs to suit virtually any container type. Call us today and let us help you decide what type of ECL is right for you.



### Memberships and Affiliations



### Certifications



Intertek

Intertek

## About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at [www.whitlam.com](http://www.whitlam.com)



24800 SHERWOOD AVE.  
CENTER LINE, MI 48015

(586) 757-5100  
[WHITLAM.COM](http://WHITLAM.COM)