



WHITLAM GROUP

# Decorative Labels

# Decorative labels are the key to persuading consumers to buy your product.

Decorative labels are used to connect a brand to a consumer, and ultimately encourage the consumer to purchase the product. Brand owners are continually challenged by differentiating their products on store shelves, especially with more and more brands competing for space. Studies show that the average consumer only spends 13 seconds deciding on a purchase in-store and about 19 seconds online. Luckily, there are many ways to enhance your labels based on your style, goals, and budget.



Before designing a new label or modifying an existing one, here are some important questions to consider.



Who is my target market?



What is my budget?



What do I want consumers to associate with my product?



What aspects of my brand or product do I want to stand out?

Keeping the answers to these questions in mind will ensure you are designing a label that makes sense for you and your brand.

# Ways To Enhance Your Decorative Label

Depending on what you're trying to accomplish, the type of label enhancements that you use will differ. Here are some different ideas to consider.

## Color

When making your decorative label, determining your color palette is a good place to start. It is often the first thing a consumer will notice, and different colors can create different associations. Browns or greens can convey sustainability. Silver labels can convey sophistication, elegance, or an industrial feel. Using red or orange on a consumable product may indicate that it is hot or spicy.



Take into consideration what your competitor's labels look like. Is there a color that you could use that would make you stand out? Once you determine what colors you want to utilize, talk to one of our label experts to decide whether you want to use materials or inks to achieve your look. Each will have different pros and cons such as cost, appearance, and durability.

## Diecut

Something else to consider is the shape of the label itself. Instead of rectangles and circles, consider creating a unique shape for your label. This can be ideal if you have a uniquely shaped container. Having a label that fits perfectly will make it look more seamless. You could also have the shape of your label relate to something about your product. Even subtle diecuts can create impact when used correctly.



To create the illusion of a special diecut for a lower price, consider printing your label on a clear material. Create your design as a special shape, then place it within a rectangle or circle on clear material to achieve a similar effect.

## Texture

Another factor to consider in your decorative label is texture. Texture can add an extra layer of interest to your label and can help draw consumers to your product. Texture can be achieved through using special materials, embellishments or both. These give your product a different look or feel when touched.

Embossing is a premium option that raises the surface of a desired element on your label. It is perfect for making something stand out. Debossing is also an option and creates the opposite effect where a desired element is lowered into the label. These three-dimensional effects invite consumers to take a closer look at your product.

Varnishes are a common way to create texture. A varnish is a coating that is applied on top of your label. It can be applied as an all-over coating or as a spot coating in a certain area or areas. Different varnishes will give your label a different finish. Gloss varnishes give your label a smooth, shiny finish. Satin varnishes, or matte varnishes, have a flat look that makes other design elements pop. Soft-touch varnishes are unique because they look and feel soft.

Materials are an easy way to add texture. Kraft paper is a great option when you want a more natural or down-to-earth look. It is also better for the environment. Other materials include textured paper, wood textured, velvet textured, and cork textured. Each creates a unique look depending on what you're going for. Velvet textured would be well-suited for a high-end product like a wine or perfume. Wood textured would lend itself well to an outdoorsy or natural product.



## Extras

There are many additional elements that can be incorporated into your labels, including adding foiled areas to certain parts of your label. This can be done through hot or cold foil. Foil is ideal if you're going for a high-end look or if you want to accentuate certain areas of your label. Hot foil is typically pricier than cold foil but is more effective for finer details.



Reverse printing is an option if your label is applied on a clear surface and the back of the label is visible, for instance in a cleaning solution or certain beverages. Information is printed on the backside of the label and is either seen from the other side of the container if the contents are clear, or is revealed once the product is used. This can be a fun way to reveal hidden content.

Unique inks are another common way to create impact. Scratch-off inks are typically used for promotional applications. Consumers scratch off the ink which reveals a hidden message underneath. Scented inks release fragrances when scratched. This can be especially useful and fun when promoting a new flavor or scent of your product. Other unique inks include thermochromic which changes color based on temperature, glow in the dark inks, and fluorescent inks to name a few.

There are endless combinations of enhancements to add to your decorative label. Be wise about your choices, as too many elements will take away from your label. Make sure it is balanced and that the effects that you choose make sense for your brand. To get the best idea of how your label will look when printed, order samples to make sure it looks exactly the way you want.



## Learn More

We would love to meet with you to discuss your brand and product so that we can develop the best label for you. Whether it is designing the graphics or incorporating a specific material or embellishment to capture the eyes of the consumer, we are here to help your label stand out.



Sources: <https://www.nielsen.com/insights/2015/make-the-most-of-your-brands-20-second-window/#:~:text=The%20Ehrenberg%2DBass%20study%20confirms,spent%20less%20than%2010%20seconds.>

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## 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)



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