



## FREQUENTLY ASKED QUESTIONS

### **Q. You're called Overnight Labels - can I get my labels overnight?**

**A.** When our founder started the business 30 years ago, our specialty was printing thermal transfer bar code labels. This was a very quick process; fax the order in by noon and we shipped that night! As we grew, our offerings changed. Prime labels, flexible packaging and shrink sleeves all require a multi-step collaborative process with our customers and may need to go on 2-3 pieces of equipment during the production process. We strive to get orders out the door as quickly as possible, but in general our turnaround times are 10 business days for Labels (digital or flexo) and Heat Sealable Flexible Film Packaging, 3-4 weeks for Shrink Sleeves and Bags.

### **Really need a rush order?**

Rush orders, when available, are accepted for an additional fee. If you have press ready files to the determined size and submitted to our art specifications (see below), odds are we can help you out! If you have a rush order, please contact your customer service representative for scheduling information and rush premium charge.

### **Q. What is Flexographic printing and do you have this type of press?**

**A.** We offer Flexographic printing, which is widely used in the label industry and is a popular method for printing large orders of custom labels at rapid speeds. Unlike digital label printing, flexographic printing transfers ink onto the material using flexible printing plates mounted on fast-rotating cylinders. Flexographic printing offers more material and finishing options than digital printing.

### **Q. What is digital printing and do you have this type of press?**

**A.** We offer Digital printing, which is a method for producing custom labels using digital technology. It's best suited for smaller orders of standard pressure sensitive labels. Plates are not required, so you won't have this cost, and it allows for easy copy changes on subsequent runs. (This may be your best option for next day shipping. Premiums would apply).

### **Q. Where are the labels manufactured?**

**A.** We are located in Deer Park, New York. All of our products are manufactured in-house and we only purchase domestic raw materials.

### **Q. Do you do offer items other than labels?**

**A.** We also manufacture shrink sleeves, flexible films for bags, pouches, stick packs and sample packets, IRC coupons, peel-back labels, and more. We can even produce economical packaging prototypes. Ask you CSR for more information or samples.

### **Q. What is your minimum order?**

**A.** Quantity Requirements are:

- Digital Pressure Sensitive 250
- Digital Shrink Sleeve: 500
- Flexographic labels: 1000
- Heat Sealable Flexible Film Packaging: 5000 impressions
- Flexographic Shrink Sleeves – 5000

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**Q. What material is best for my application?**

**A.** We will work hand-in-hand with you to select the right material for your application and product. As a rule of thumb, decisions are based on the environment in which your label will be exposed, the product inside your container/packaging, the look and feel of what you are trying to achieve, and your budget. We currently carry hundreds of different materials.

**Q. What stocks do you print on?**

**A.** We print on a variety of substrates. For labels, our most commonly used stocks are semi-gloss, high-gloss, clear, foils, label-lyte, and matte litho. To find what you're looking for, call our customer service team.

**Q. What type of Inks do you use?**

We use water-based inks which, unlike solvent based inks, emit virtually no VOC's. UV inks are also used for flexographic printing when appropriate and also contain little or no VOC's as well.

**Q. Do you color match? What about Spot color precision?**

**A.** Our NovaFlow Ink Matching System for flexographic printing allows us to match color similar to the way you match paints at a paint store. All we need is a swatch of the desired color, and we can match it by scanning the color with our spectrodensitometer. Our spot colors are always within 2 Delta E variance (imperceptible to the human eye), as opposed to the industry standard of 4 Delta E. However – please be aware that a color may not appear the same when printed on 2 different substrates.

**Q. What if I need a custom die?**

**A.** With over 6000 dies on hand, we will probably have what you're looking for – including circles, ovals, rectangles and squares. Custom shape dies are also available. Contact us to find a die that fits your needs.

**Q. What type of plates do you use?**

**A.** We use HD Flexo Photopolymer plates, which is the latest technology for making flexographic (flexo) plates. These improved plates are higher quality and print more consistently than standard digital flexo plates, delivering cleaner screens and crisper type.

**Q. What type of artwork do I need to submit and how?**

**A.** Properly submitting artwork can help save you time, money, and give you the best print job possible! We recommend that you use our art submission requirements and other helpful worksheets. Multiple unsuitable files submissions may incur a service fee. **Please note that we can only produce your labels at the level of quality that your files provide us. Low resolution, substandard, or full image files will probably give you less than desirable printed results than when proper files are supplied.** We have numerous guides to help guide you through submission: <https://www.overnightlabels.com/order-info/>

Ready to send files? Once you and/or your graphic artist have determined that your art files are to spec, they can be emailed directly to our in-house prepress department, [prepress@gdinc.net](mailto:prepress@gdinc.net). We can accept files via email up to 50Mb. Larger files can be sent via a file transfer service.

**Q. What kind of proof will I receive?**

**A.** We typically provide a PDF, but a color contract proof is recommended on 4 color process or color critical orders. Prototypes can also be supplied for most applications for an additional fee.

**Q. Can you design my labels for me?**

**A.** We do not offer in-house creative services. However, we can recommend some very talented people that can help you with your project on our resource page: <https://www.overnightlabels.com/resources/>

**Q. How will you ship my order?**

**A.** UPS is our designated carrier. You can, however, make arrangements with other carriers such as FedEx, etc. Please give this information to your CSR at the start of the order. COD orders are invoiced when your order is ready and when the shipping costs are determined. Your CSR or our accounting department will contact you for payment arrangements when your order is ready to go!