

Pressemitteilung / Press Release

Price tagging with personal touch

New in the range of labels for manual tagging at eXtra4

Birkenfeld, June 1, 2017. Handwriting on the label proves character and signals: This product is handcrafted or it is a handpicked offer.

Labels for manual tagging are a classic in the product range of eXtra4, the brand for label competence at the company Ferdinand Eisele, and still in demand. The label manufacturer from the Pforzheim area is currently expanding its range of products with various new products.

Handwriting - elaborate but exclusive

What was once a simple necessity is today a sign of exclusivity: labels written with beautiful handwriting. They stand for care, which in price tagging can often only be achieved by specializing in a manageable range of exquisite pieces. For manual tagging is time-intensive and not rational. However, goldsmiths and silversmiths as well as individual retailers are often deliberately taking this path of labelling. It conveys a personal, artistic touch and, with small numbers, does not require an elaborate organization or large investments.

Fine pen for clean writing

The writing utensil must be appropriate if you want nice, handwritten

labels. Especially for the marking of labels made of rigid PVC and adhesive material, eXtra4 has now added a new permanent marker to the product range. With a thickness of 0.3 mm, the black fibre pen PM2 is still slightly finer than the previous model, but it is also non-smear and water resistant. To a limited extent, the inscription even stands an ultrasonic bath. In any case, however, it can be removed with alcohol, which can make such labels reusable.

Labels with thread featuring metallic look in three sizes

The re-usability is particularly relevant for tag labels with metallized surface. They fit harmoniously into any jewellery presentation, but are more costly than conventional white labels with thread.

Two versions with a brushed matt surface are available: silver metallic with grey thread and gold metallic with ochre coloured thread. Since the demand is surprisingly lively, eXtra4 has now added a new label to the stock offer with the dimensions 17 x 7 mm (Ref-No.: 71 65A) in addition to the previous sizes 13.5 x 5 mm (Ref-No. 71 78A) and 20 x 8.5 mm (Ref-No. 71 764A).

To ensure that metallic labels are also suitable for users with low demand, the minimum purchase quantity is now halved to 500 pieces. Labels with metallic look have been delivered to the customer in a re-sealable, stable box made of transparent plastic lately. So they can be kept undamaged for a long time.

Standard cardboard labels are back in stock

Labels with thread in the three sizes 13.5 x 5 mm, 17 x 7 mm and 20 x 8.5 mm are again popular in the inexpensive version of white cardboard with white thread. For this reason, the long-standing tradition shapes 71 78A KWW, 71 65A KWW and 71 764A KWW have been reintroduced by eXtra4 after a long time. Although this label quality is designed for one-time use only, it is delivered with a durable, practical packaging: 1,000 labels each in a transparent blister pack that can be closed again.

Self-adhesive loop labels especially for handwriting

Self-adhesive labels with a glue-free, transparent loop count among the favourites for pricing with users of label printers. Especially designed for handwriting, some of these popular labels have long been on offer at eXtra4: The label 44 870 XHB (labelling area 20 x 8 mm, loop 30 x 2 mm) is now available in gold and silver metallic - in addition to the already existing version in white. The loop labels can be inscribed with permanent markers. To make writing easy, the labels are packaged as 1,000 pieces on a continuous web in a zigzag fold.

Available from stock, also online

Interested customers can order all novelties from stock at www.extra4.com or directly through the eXtra4 web shop www.shop.extra4.com. The mentioned attachments are also listed by

online retailer Amazon at www.amazon.de, category Stationery & office supplies, search term "labels & stickers", heading "price marker labels".

Images and Subtitles



Fig.1: Ideal for marking labels by hand: permanent marker 81 PM2, line width 0.3 mm, black, non-smear and water resistant



Fig.2: Label with loop for hand inscription in brushed rigid PVC, gold metallic with ochre coloured thread, silver metallic with grey thread, 500 pieces, bundled in 100 pieces, in clear box



Fig. 3: Labels with thread for hand inscription in rigid PVC, gold metallic, in 3 sizes: 13.5 x 5 mm (Type 71 78A COZ), 17 x 7 mm (Type 71 65A COZ) and 20 x 8.5 mm (Type 71 764A COZ) with ochre thread, length 7 cm.



Fig. 4: Labels with thread for manual inscription 71 78A KWW, 71 65A KWW, 71764A KWW made of white cardboard with white thread, bundled in 100 pieces, each 1000 pieces in re-closable blister pack



Fig.5: Self-adhesive metallic labels 44 870 XHB for hand inscription, with transparent, non-glued loop

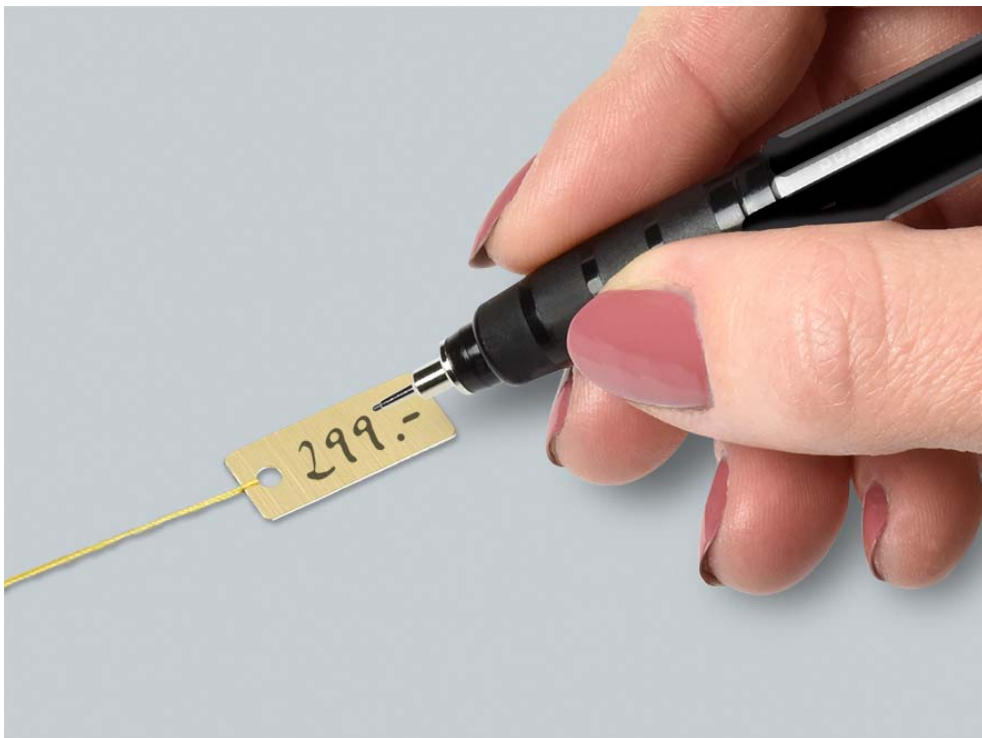


Fig.6: Hand marking of metallic labels with permanent marker