

## **Pressemitteilung / Press Release**

# **Metallic labels for slimLINE label printing**

## **eXtra4 expands affordable starter product line**

Birkenfeld, September 10, 2018. Gold- and silver-coloured labels look elegant and discreet at the same time when marking jewellery. They are therefore particularly popular with trade and industry. The label experts at Ferdinand Eisele GmbH are now adding new metallic-look labels with loop to their popular "slimLINE" product line for beginners in label printing.

## **Noble labels for label printing beginners**

Metallic labels are elegantly restrained in the presentation of jewellery. If they are also attached with transparent loops, they are visually less prominent. Users of "slimLINE", the product line for slim label printing of the eXtra4 Labelling Systems brand, now also benefit from both advantages with the new labels.

"slimLINE" is designed for a low-cost start in label printing and is designed to meet the needs of small spaces, small print quantities and a small budget. The product line is based on a start-up kit of a narrow thermal transfer printer of the GODEX RT series including label printing software eXtra4<winIII> together with one roll of carbon ribbon and labels each. The complete "slimLINE" stock range is

available for selecting the label shape, where metallic labels can now also be found.

### **Special shape for narrow label printers**

The new labels are specifically designed for slim label printers with a maximum web width of 60 mm. They have a special label shape - the labeling fields are arranged one below the other instead of next to the other - but offer space for the same amount of information as corresponding labels for conventional printers. Applied to jewellery, both forms look the same. However, handling "slimLINE" labels is easier. They can be folded on the long side, which can be done faster than folding on the narrow side.

### **2 sizes in gold and silver metallic with transparent loop**

For "slimLINE" metallic labels, eXtra4 has chosen two particularly popular sizes: the loop label 34 1653R with labelling fields in 18x8 mm (WxH) format and a loop length of 35 mm from the Small series, the loop label 34 2050IR with labelling fields in 22x10 mm (WxH) format and a loop length of 28 mm from the Standard series. Both labels are available in two versions: as Z1GO with printable surfaces in gold-metallic, matt, and as Z1SI with printable surfaces in silver-metallic, matt. The loop is always transparent.

### **Jeweler quality at "slimLINE" is a matter of course**

The new "slimLINE" labels with a precious metal look are made of

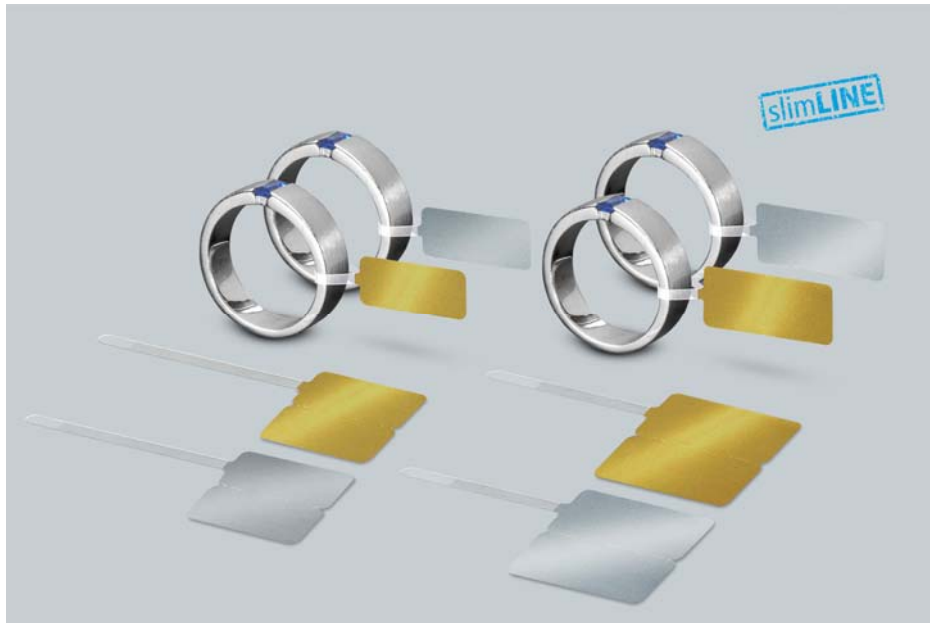
plastic foil and are equipped with permanent adhesive. To keep dirt and adhesive residues away from the jewellery, the loops themselves do not carry any glue. Of course, "slimLINE" labels have jeweler quality, i.e. both the labels and their imprint - if made with scratch-resistant thermal transfer ribbon - are resistant to ultrasonic bath and steam cleaning as well as colour proof under UV radiation.

### **The "slimLINE" range in brochure and catalogue**

Those interested in an inexpensive solution for label printing will find information on the "slimLINE" starter package in a separate brochure. It can be downloaded from the web at [www.extra4.com](http://www.extra4.com) or requested by e-mail at [info@extra4.com](mailto:info@extra4.com) or by phone at +49 7231 94790. We are also happy to send sample labels. Our current catalogue illustrates the entire range of labels suitable for slimLINE label printers available from stock.

(3.333 digits including blanks)

## Images with subtitles



Img.1: Gold (Z1GO) and silver (Z1SI) metallic labels of the "slimLINE" product line for slim label printing in 2 sizes, small, Ref-Nr. 34 1653R, and standard, Ref-Nr. 34 2050IR



Img.2: "slimLINE" jewellery labels with transparent loop in gold metallic, size, Small, ref. 34 1653R Z1GO and silver metallic, size Standard, ref. 34 2050IR Z1SI, printed with the "slimLINE" Godex RT230 printer, 300 dpi.



**Img. 3: "slimLINE" from eXtra4 Labelling Systems - economical label printing for beginners**



**Img. 4: "slimLINE" starter package with Godex RT200 label printer, eXtra4 label printing software, jewellery labels and carbon ribbon**