eXtra4 Labelling Systems

Pressemitteilung / Press Release

Price Decoration with eXtra4 label holders

Labels and printer in new mission for shop window and showcase

Birkenfeld, 12.03.2020 Use existing labelling system and swiftly price the decoration! - Label holders from eXtra4 Labelling Systems work like interchangeable frames for proven price labels. They are simply pushed into the holders and can thus be set up in two positions. The label specialist eXtra4 from Pforzheim wants to show with its new development an alternative to price plugging systems and other, often tedious, methods of pricing for shop windows and showcases.

Holders for popular label shapes

The new label holders are tailored for the most popular labels in the eXtra4 range for jewellery and watches. They are available in two

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sizes: For labels with loop No. 44 1072 and 34 870IR. Their marking

areas of 22 x 10 mm or 18 x 8 mm fit exactly into the insertion rails

on the front.

With help of the integrated stand on the back, the holders can be

placed in two positions: steep (70°) for decoration at eye level or

inclined (40°) for comfortable reading from above. Of course, other

label shapes can also be used with the eXtra4 holders, provided they

have the appropriate dimensions, e.g. eXtra4 labels for thread type

 34 1044 and 34 835IR.

Variety for individual designs

The range of label holders is made of UV-resistant plastic, is

colourfast and dimensionally stable. Each of the two sizes is

available in three colours: white, black and transparent. Combined

with the wide range of colours of matching labels available from stock

- white, black, metallic gold and silver as well as transparent - there is

an enormous range of design possibilities. If different thermal transfer

ribbons are also used for printing in gold, silver, black, white, red,

blue and green, there is something for every taste, from decent to

elegant.

Easy handling

With the new label holders, owners of an eXtra4 labelling system

need only a few steps until they have a price tag ready for

decoration: Select the appropriate layout, enter data or import from

the database, print the label, cut off the loop and insert the folded label into the holder. Then shop windows or showcases can be fitted with it. Label holders are an attractive second use for eXtra4 labelling systems, from which thousands of jewellers and goldsmiths can profit as eXtra4 users without a large additional investment.

Added value information on the price

Further options for special requirements are provided by the large number of integrated, already finished label layouts in eXtra4 labelling systems: Important product advantages such as material and stone qualities can be listed in one or two additional lines directly above the price and substantiate it. Prices in two currencies are possible for shops in the tourist transit area. The company logo can also be displayed together with the price. Alternatively, an appropriately colored pre-printed label can be used as a "business card" on the product.

Extras at eXtra4 Labelling Systems

Although price labelling in the presentation only represents an additional benefit for eXtra4 labelling systems, the new label holders are already the second extra in this sector: label stands as a possibility for pricing shop windows and showcases have been part of the eXtra4 product range for 10 years. Here, a plastic base with a slot available in two different inclinations is used to insert the labels. The complete range is illustrated in a detailed brochure, which is also

available online at www.extra4.com. A sample assortment with

matching pre-printed labels is available for interested parties to call

up.

Pictures with captions

Img.1: Presentation example Label Holder 86 EH2-S for labels with marking areas 22 x 10 mm (WxH) e.g. for loop label 44 1072

Img.2: Application Label Holder 86 EH2-S with loop label 44 1072: fold printed label, cut off loop and push into holder
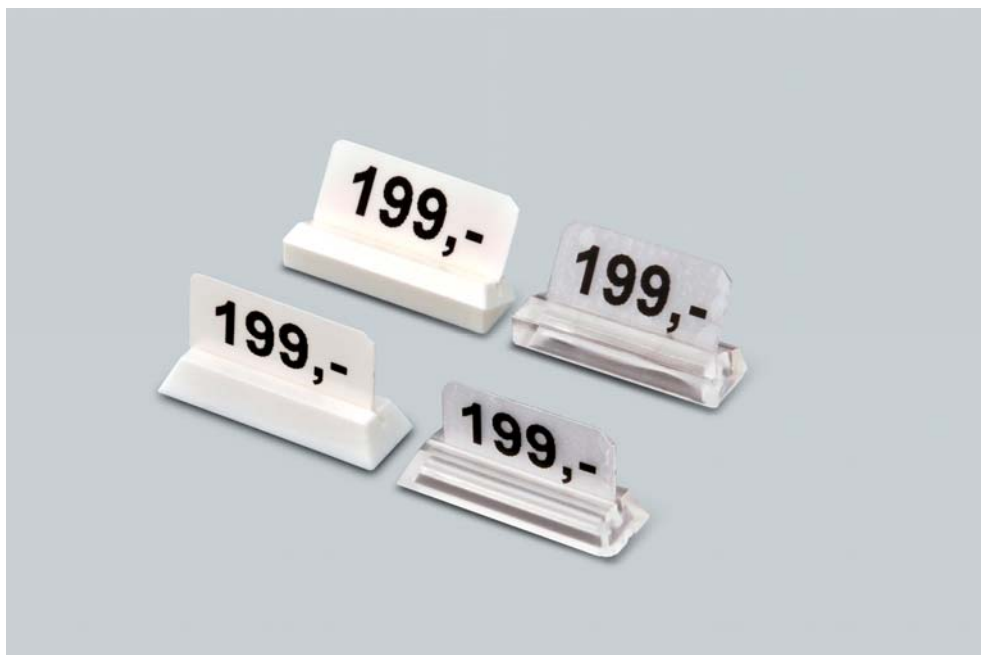
Img.3: Label holders of eXtra4 can be set up in two positions with the integrated stand: steep (70°) for decoration at eye level and inclined (40°) for comfortable reading from above

Img.4: Size comparison Label Holder 86 EH1-S for labels with labelling areas 18 x 8 mm (WxH) e.g. for label with loop 34 870IR and label for thread 34 835IR (right), Label Holder 86 EH2-S for labels with labelling areas 22 x 10 mm (WxH) e.g. for label with loop 44 1072 and label for thread 34 1044

Img.5: Optical effect of white, black and transparent label holder 86 EH2 with differently printed labels in different colours

Img.6: Already 10 years in the eXtra4 range: label stand 86 ES22, width 22 mm, with vertical and inclined slots.