

Pressemitteilung / Press Release



Self-adhesive booklet labels for jewellery

Patented label offering greater data capacity despite its small size

Birkenfeld, 06.08.2026. Self-adhesive booklet labels for jewellery are a patented invention by Ferdinand Eisele GmbH, based in Birkenfeld near Pforzheim. The label manufacturer, focusing on jewellery and watches, has taken a fresh approach to the popular loop label concept: featuring two additional labelling areas and a specially designed fold, the booklet label offers space for twice as much information as a conventional loop label of a comparable size. The production and use of this label design are documented in a video tutorial on the website and YouTube channel of eXtra4 Labelling Systems, the company's brand.

When it comes to labels, less is more

The need to have more information readily available on the product itself than a standard label can accommodate is a problem that some

sectors are already facing. There, they use small booklets with several pages, which are either stuck directly onto the product or attached using fastenings such as threads. These solutions cannot be directly applied to the labelling of jewellery and watches, and if at all, only if the proportions of the label are in keeping with the product. After all, what jeweller would want to present their customers with more label than product?

Model loop label

In the jewellery and watch industry, self-adhesive labels with a fastening loop have long proved their worth, particularly in terms of size and application. Booklet labels build on the basic principle of this popular label format, but add two additional labelling areas without increasing the label's overall visual size. Thanks to its patented design and clever handling, the four sides of the label can be folded into a compact booklet and attached without the need for thread or any additional tools. The adhesive-free zone of the fastening loop ensures the label remains flexible. It prevents the label from being fixed in place rigidly and avoids leaving adhesive marks on the product. Despite having two additional marking areas, booklet labels can be printed with data on-site by the user using standard desktop-class thermal transfer label printers. Here too, booklet labels are modelled on loop labels.

The Secret of the Booklet

The trick with booklet labels lies in their special folding technique. It is not immediately obvious how the die-cut label blank is transformed into a booklet that can be flipped through on the product. Only if all the parts of the label are glued together in the correct order can the loop secure the label and, at the same time, keep the booklet neatly in shape. Once you've got the hang of it, it's easy to follow. You can find a helpful step-by-step guide in the video on booklet labels on the website www.eXtra4.com and on YouTube at @extra4labelling.

Booklet labels as exclusive brand labels

As well as demonstrating how to handle them, the eXtra4 video illustrates ways of producing booklet labels with customised designs. It shows how, using a variety of technologies, a shiny gold branded label with a prestigious look is created. It is important to note that booklet labels naturally meet the quality standards required in the jewellery and watch industry. Like conventional loop labels, they are resistant to UV radiation, ultrasonic treatment and steam cleaning. Despite these standards, booklet labels are not part of the standard range that Ferdinand Eisele offers from stock under his eXtra4 Labelling Systems brand. This type of label is produced exclusively as a bespoke solution in collaboration with the respective customer. However, existing tools can be used to manufacture customised items. Free sample booklet labels are available from eXtra4.

(3.654 Characters, including spaces)

Images with captions



Fig. 1: eXtra4 Labelling Systems' patented booklet labels offer two more labelling areas than conventional loop labels of the same size



Fig. 2: eXtra4 booklet labels as an exclusive solution for a label featuring a brand logo (The labelled ring does not represent the design of the brand shown)