

GoodWorkCo.  
established 1956 [www.goodworkco.com](http://www.goodworkco.com)

PROMOTIONAL

## PEAL & REVEAL



## PROMOTIONAL

Peel and reveal labels are multi-page labels that are lightly glued together – so the reader can peel off layers and read what's underneath. They are an information rich product label that contains everything the end user needs or might want to know. Additionally, with labelling laws demanding more information Peel & Reveal labels are the answer, enabling you to meet your legal obligations in the limited space you have available. We can help you with the design and print of your labels – printing on digital or conventional presses – so you get value for money.

Brand promotional items are today an essential element of product placement. From Tattoos in chewing gum packets to unique customised promotional products. The creative team at GWC helps put together a variety of pleasing promotional solutions.

## HANG TAG



## PROMOTIONAL

The right promotional product labels can help your products get across a strong message and distinguish your brand. Whether you're running a targeted promotion, testing a new market, or preparing for a big event, our custom labels help you drive sales and stay top of mind. Many promotional product labels have special requirements and must meet specific needs. We provide the national scale of printing capabilities and the labeling expertise to meet every promotional need.

## SCRATCH AND REVEAL LABEL



## PROMOTIONAL

Scratch off cards or labels create an interactive way to grab customers attention. The cards can be custom printed based on your design specifications. In addition to the background, the scratch spaces can be defined based on location, color, shape and size. This allows the ability to fully customize your promotion. Furthermore, we provide variable printing.



## SCRATCH AND REVEAL LABEL



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Variable printing is generated by a data file that allow for a large variation of prizes. We often have different variations based on the promotion or incentive. A few examples of these include instant wins for a percentage off a sale or a cash prize based on a safety goal. We also are able to print front and back utilizing our 12-color press.

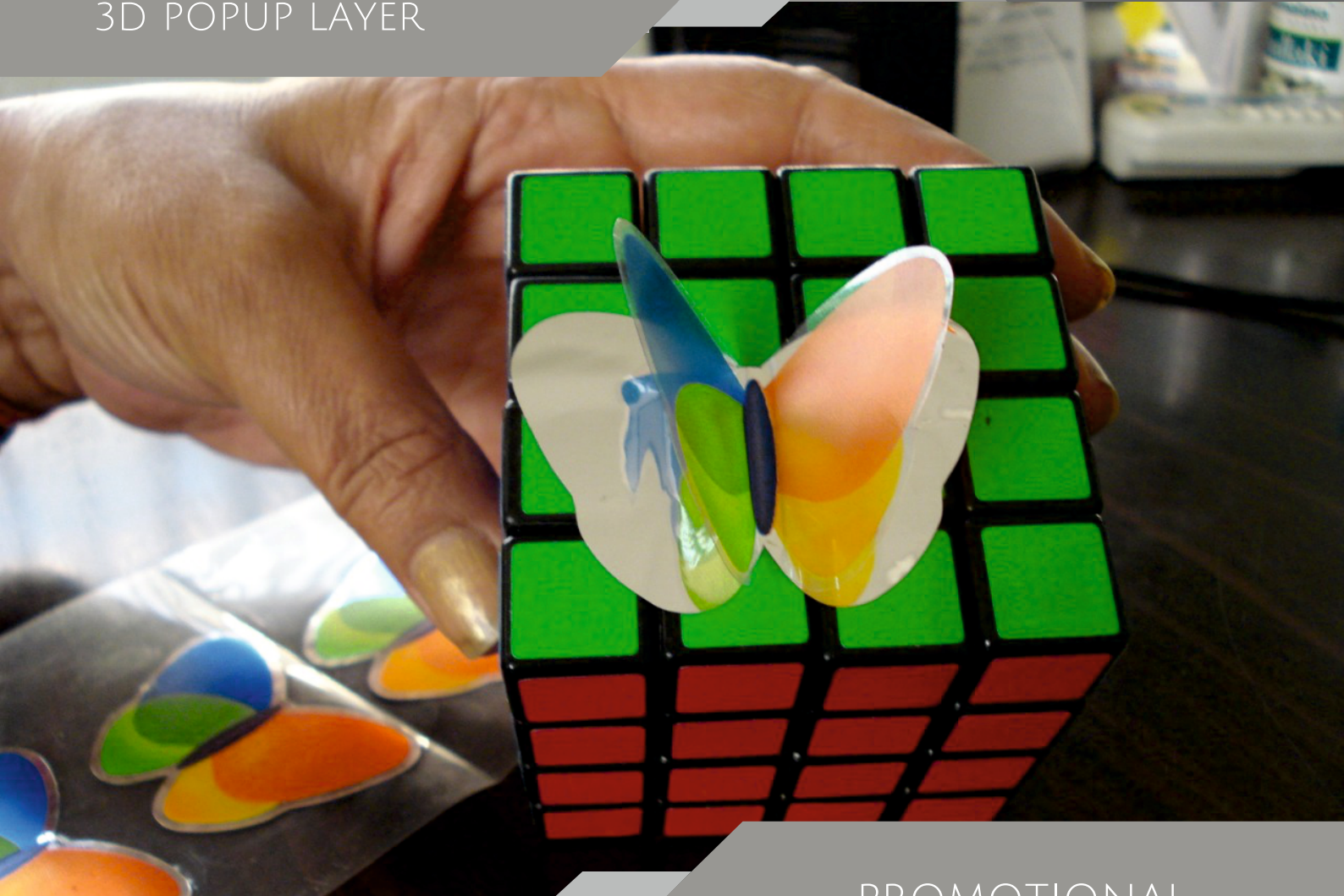
## MULTILAYER LABEL



## PROMOTIONAL

Multi layer labels provide a multiple options for promotional. We produce multi labels as a single layer label, clean release coupon or a variety of multi-layer labels for almost any promotional application. It depends on what your goals are and how big of an area you have to work with. In recent years, Instant Redeemable Label Coupons have become popular but you can also use coupons and multi-layer labels to extend the copy/graphics on your package. Recipes or warnings can be easily incorporated onto an extend graphics type label.

## 3D POPUP LAYER



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This 3 dimensional Label is a super creative way to express the pop in your brand Can be used as a fun promotional product and also a security enhancement as in the image There is a hologram on the bottom layer and eco friendly corn substrate for the wings of the butterfly .

## PONT OF SALE PROMOTION



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For a manufacturer, multi-pack products are an innovative way to enhance consumers' purchase weight as well as raise assortment purchase. Cash & carry stores, supermarkets and hypermarkets are the most suitable for selling multi-pack products as compared to mom & pop stores. At modern outlets, multi-pack products as well as single SKU products share equal shelf space. There, consumers can visibly observe the volume discount or other promotional offers on multi-pack products which will ultimately influence buyers to opt for buying a multi-pack instead of multiple individual packs.



## MUTIPACK LABELS



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## TRANSFER TATTOOS



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Transfer tattoos are and have been a rage in the Indian promo scenario for a considerable time now, we introduced Tattoos almost 10 years ago and it remains a favorable item as an inclusion for many a products still. GWC tattoos are food grade , non toxic and lead free therefore skin friendly. These tattoos are made in a variation of applications:

- Water tattoos- application with water and removal of silicon paper.
- Dry Tattoos- Simple peel and stick tattoos without the use of water.
- Foil Tattoos- leafing like silver gold or rainbow stamping used to enrich the appearance of the tattoo
- Glow in the dark Tattoos. · Glitter Tattoos

## DESTRUCTIBLE VINYL



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GWC offers destructible vinyl labels, which will be readily apparent and easily identifiable if someone attempts to remove the label. Once a destructible vinyl label is removed from the release liner and stuck to the surface of the item to be labeled, it cannot be removed without the label tearing into tiny pieces. It is easily evident if an attempt to remove the label has been made. This type of label is also called tamper evident because it will give evidence of label tampering by destroying itself. Destructible vinyl exhibits low shrinkage and good dimensional stability. A thin face stock and aggressive acrylic adhesive facilitate the desired destructibility of this substrate. The adhesive creates a permanent bond to most surfaces including those with low surface energy (LSE). This product is very useful for promotional of all types, like buy one get one free etc where pilferage is possible at retailers end.

## PULL TAB – RESEALABLE



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Reselabels are labels that can be pulled off the product and re-applied for a secure closure. From cosmetic wipes to packaging lids for food products, this label keeps your products fresh. With its airtight seal, it can hold in moisture and keep food fresh. Best yet, our resealable labels withstand hot and freezing temperatures.

Pull tabs allow for easy opening and resealing of the product. No adhesive is applied to the tab in order to provide easy gripping. This does not have any effect on the airtight seal.



## DANGLERS



## PROMOTIONAL

Custom hang tags are an easy and affordable way to add your own unique branding (and style) to almost any product. Give people important information like pricing, Product details and even your company mission or story. With all sorts of options. You can create just the right product tag for apparel, collectibles, food, gift boxes and more

PULL TAB RESEALABLE



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## LOW TACK LABEL



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