



labelstolife

NEWSLETTER

SEPT - OCT
2014



before



after

making 'the change' a re-branding success!

While searching for health solutions, Sue McKinnon discovered a scientist in Vietnam researching the properties of *Crinum latifolium* (known locally as "The Royal Women's Herb"). The result is **Crila®**, vegetable capsules derived from this special lily, grown and picked by hand on private plantations that are used as a herbal supplement to support prostate, menopause and uterine health. As the product became popular, so too did the demand for a more professional look and the provision of additional information needed for drug and labeling authority compliance. By involving the **qlm group** during the design phase, label aesthetics, function and style were considered for best outcome. Conscious of costs and a tight deadline, the result was a 'peel n reveal' label that stored additional information underneath but allowed the main label to stay intact. Silver ink was used to give the finished product a lift. **Sue thinks the finished products look amazing. What do you think?** Read more about **peel n reveal** labels on our website.

label and packaging solutions



• gallus: flexo printing



• HP Indigo digital



• award winning print quality



• video inspection



• quality assurance



customisation is king



Customised labeling has taken the world by storm. Following Coke's hugely successful 'share a coke' promotion, many companies like Nutella are using personalised labels for their products. Our HP Indigo are producing personalised, sequential and randomised data for great results ... *ask how we can do this for your products now!*



bigger is better



Sabah in Malaysia is home to the *Rafflesia*, the largest flower in the world at over 100cm wide and 10kg in weight. It is also the home of the the largest undivided leaf in the world: *Alocasia macrorrhiza*. A specimen found in 1966 was 3.02 metres long and 1.92 metres wide. Being bigger enables them to trap water & insects for food - so be careful when smelling this rose!



hp digital print awards



The QLM Group recently won 2 prizes at the 2014 HP Digital Print Excellence Awards: **Winner: Food Labels** and **Special Recognition: Wine & Spirits Labels**. Printed on the HP4500 at Pyramid Labels in Malaysia, the QLM Label Makers Group recently added HP6000 & HP4500 Digital Printing Presses in Melbourne to their award winning group of presses.



mooncake festival - 8th Sept



The Mid-Autumn Festival, celebrated on the 15th day of the 8th month in the Chinese calendar during a full moon is also known as Moon or Mooncake Festival and sometimes the Lantern Festival in Malaysia. The festival celebrates 3 main concepts: Gathering, Thanksgiving & Praying... and lots of yummy mooncakes (just say they are for the children!)



contact us now to bring your **labels & packaging to life**

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