



*Solutions
That Stick!*



December 2018 Issue

Another Year Comes to an End...



They say the older you get the faster time goes by, though I think in the label business it goes by at warp speed! As always, we spend the last months of the year counting our blessings on what we are thankful for, reviewing our accomplishments, and looking at any shortcomings to reflect on how we could do better. We recently sent out customer satisfaction surveys in the past month hoping that you will take the time to share with us your thoughts on how we did, what we can do better, and how collectively we can partner together to continue to grow and prosper. If you did not get a survey or need another copy sent, please don't hesitate to reach out.

This year was extremely challenging having had to endure three material price increases. There has been a lot of volatility in our market from mass consolidations causing reduced capacity in substrates, a leuco dye shortage impacting direct thermal materials, and in the freight industry with regulation changes and driver shortages. While we are hoping that the material prices have leveled out, we truthfully are not sure what 2019 will bring. Please just know that as information is passed on to us, we will share it with you. Please note that your account managers will be reaching out if they have not already to discuss business plans for 2019 as we work on our sales projections. We would appreciate having meaningful conversations with you about what you see happening in your business. What markets do you want to try to grow? What is the status of the current business that we have and is there anything we can do to expand upon that? Most importantly we want to thank each and every one of you for trusting us as your label supplier. We know there are many options for you and your loyalty and partnership means a great deal to all of us. The entire McCourt Team wishes you and yours a wonderful holiday spent with your friends, families, and loved ones.

Sharon L Zampogna
Vice President of Sales
McCourt Label Company



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Pantone Announces 2019 Color of the Year

Every year, the Pantone Color Institute forecasts color trends for the coming year. Living Coral is this year's Pantone Color of the Year. Expect to see Living Coral in many places in the coming year, from labels and packaging to cosmetics, even housewares and furniture.

Living Coral is a bright, energetic color with a softer edge and is both warm and soothing at once. Leatrice Eiseman, Executive Director of the Pantone Color Institute, had this to say about their choice for 2019, "Color is an equalizing lens through which we experience our natural and digital realities, and this is particularly true for Living Coral. With consumers craving human interaction and social connection, the humanizing and heartening qualities displayed by the convivial Pantone Living Coral hit a responsive chord."



Source: Pantone

Holiday Closing Schedule

This notice is to inform you that McCourt Label will be closed on **Monday, December 24th** and **Tuesday, December 25th** in observance of the Christmas holiday. We will reopen for business on Wednesday, December 26th. We will also be closed on **Tuesday, January 1st, 2019** in observance of the New Year. We will reopen for business on Wednesday, January 2nd.

Please keep these closings in mind, as it may affect order processing and shipment times. Also note that freight company holiday schedules may vary slightly from ours, and may affect delivery times.



SEASON'S GREETINGS
FROM ALL AT MCCOURT

From all at McCourt, have a safe and happy holiday season!

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Contact Us Today!