



*Solutions
That Stick!*



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Security and Brand Protection Label and Packaging Solutions

Labels are an integral part of maintaining product security and brand protection. Here are some examples of labels that can shield your products, and brand, from costly theft or tampering:

Tamper-Evident:

- These labels are some of the most popular for deterring theft and relabeling
- Usually made from destructible or ultra-destructible materials that are ruined when any attempt at removal is made
- Print with important product information, barcodes or expiration dates for an added level of protection
- Use as package seals to ensure previously opened packaging will not reach the consumer
- Dies in-house that have built in tamper-evident slits, perfect for the food industry (see above image for details). Use with permanent label stock to create a tamper-evident label.



Above: Tamper-evident seal with face slits for added security measure

Void Labels:

- These labels can provide tamper-evidence as well as brand identification
- Leave a pattern, text or logo behind when removed or lifted
- Cannot be smoothed back down without detection after full or partial removal
- Standard void labels leave a sticky residue behind, but no tack or low tack options are available
- Customize with your brand info or logo
- Fluorescent options available that display different designs and colors when exposed to UV light

Customized Solutions:

- These labels can contain a variety of security or brand protection features and are very difficult to reproduce or counterfeit, and their authenticity can be checked during various stages of the supply chain
- The most competent security labels combine several features in one solution
- Use security and anti forgery papers, holograms and optically variable face materials to create a unique security label
- Tracking and tracing methods available, such as variable information, RFID, and taggants ensure visibility and prevention of loss throughout the supply chain
- Add microtext, taggants in ink, blacklight varnish and more to create a custom brand protection solution

Contact our security label experts for samples or more information

Source: UPM Raflatac

Peel and Stick Menus

McCourt offers Peel and Stick Menus for food and beverage clients that can be used as a valuable promotional tool. They are printed on our special McCourt Lite material that is UV resistant and does not have sensitivity to temperature or other extreme environmental conditions. Here are some benefits of using our Peel and Stick Menus as a promotional item for customers:

- Removable adhesive stays put when needed and removes cleanly with no residue, and can be repositioned over and over
- Vibrant inks and crisp graphics make your message stand out
- Can be used on a variety of substrates: walls, windows, tabletops, metal shelving, doors and much more
- These labels have a wipeable surface that is able to be sanitized, keeping them clean and looking brand new for long-term use
- Pair with our dry erase material to be able to change prices/dates/menu items without having to get new labels printed
- Advertise specials on any surface or use as take-home menus placed on to-go boxes, for refrigerators and on walls near the phone
- These labels can be used as a menu insert, seasonal/specials menu, beer/wine list, schedule for events/entertainment, business hours notice, sporting event schedules, nutrition facts or ingredient lists, and coupons/giveaways, just to name a few of the many uses
- Can be finished on rolls or sheeted



Our Peel and Stick Menus have virtually limitless applications! Contact the McCourt experts for samples or a free consultation on how these labels can stretch promotional dollars further than ever before!