



# Solutions That Stick!



## January 2021 Issue



## Get Your Brand Noticed with Prime Product Labels

With so many choices on the store shelf, it is important to instantly capture and hold a consumer's attention. McCourt produces high quality labeling solutions for an array of markets. From food & beverage and wine & spirits to health & beauty and petrochemical, our labeling expertise will ensure that your brand stands out to your target audience.

- Digital and flexo print capabilities combine vibrant inks and eye-catching decorations with long-lasting durability
- Short or long runs: short runs are perfect for limited or seasonal releases
- #1 Rated Customer Service: our label experts have many years' experience in the industry
- Textured papers and metallic and holographic embellishments will make your brand stand out on a crowded shelf
- We offer a range of label materials and adhesives that can be paired to work with any container type or shape while withstanding exposure to any potential environmental conditions
- Wet strength materials designed to withstand chilling and immersion in water
- Clear films for an elegant "no-label look"
- Wide variety of sustainable materials for brands with an eco-friendly message
- Specialty labels like product inserts and extended content labels help convey in-depth info about your products

Our highly-trained staff is ready to help you create a labeling solution that will guarantee that your product stands out above the competition. [Contact us](#) for samples and more information about our prime product labels today!



*Solutions  
That Stick!*



## Continuing Industry-Wide Raw Material Delays

Life as we know it has changed drastically in the last year and the label industry has not been left unscathed. Our raw material suppliers continue to experience a surge in orders due to the increased demand of labeling shipping cartons, consumer, and medical products. These surges are resulting in extended lead times for many label substrates we purchase, and it does not appear that this situation will improve anytime soon. In addition to extended lead times, we have heard of a few material allocations that have been put in place for a handful of raw materials in high demand. Transportation providers also continue to have capacity issues which affects not only us receiving our raw materials but delivering the finished product to you.



***We ask that you keep these extended lead times in mind when placing label and ribbon orders as they are greatly impacting the lead times we can provide.*** Some materials we typically used to receive in 2- or 3-days pre-pandemic have been pushed out by 2 to 3 weeks or more. We urge you to try and consider placing orders ahead of time, and possibly ordering higher quantities to weather this unprecedented situation. We do offer a fulfillment program as well that we would be happy to discuss with you.

We appreciate your patience and understanding and will continue to do everything we can to meet your expectations during these worldwide changes. The best course of action at this point is to plan ahead and not wait until the last minute to order. Please feel free to reach out to customer service with any questions or concerns as we are monitoring the situation closely and will continue to keep our customers updated. As always, thank you for choosing McCourt as your label supplier!

Your McCourt Team