

McCourt LABEL *Solutions That Stick!*

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Updated Stock Label Pricing & Made To Order Items

McCourt has recently updated stock pricing and has designated certain stock items as Made To Order (MTO) and others as Ready To Ship (RTS). We try to have many stock sizes available to you but not all are equal in popularity. In an effort to better serve everyone, MTO items may take up to 5 days lead time. MTO and RTS status is subject to change based on demand. Please discuss your specific needs with your account rep as we will always do what we can to accommodate you, but we do not have all sizes readily stocked at all times.

If you would like updated pricing lists or for more information on MTO and RTS items, please contact us today. As always, thank you for choosing McCourt as your labeling solutions partner!



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Thermal Transfer vs. Direct Thermal

Which type of [thermal label](#) would be a better fit for your application: thermal transfer or direct thermal? Both types have their areas of best use. In the simplest terms, the main difference between the two is that thermal transfer printing uses a thermal ribbon while direct thermal does not. However, the differences do not end there. Below is a comparison that will help you choose the optimal type for your next labeling project.



Use Thermal Transfer If:

- The label life will be greater than one year.
- The label could be exposed to continuous sunlight.
- The label could be exposed to high temperatures.
- The label could be subjected to harsh environments like chemicals or abrasives.
- You will be printing high-density barcodes or high-quality images.
- You want to print on a variety of facestocks, such as papers, films and foils, or wants to print on thermal printable overlams and varnishes.
- You want to print in colors other than black.

Optimal applications: shipping/distribution, product ID, asset tracking, cold storage/freezer, weather- and waterproof outdoor applications

Use Direct Thermal If:

- The label life will be less than one year.
- The label will not be exposed to harsh environments, sunlight or high temperatures.
- You do not want to deal with the extra time needed for the changing and adjustment of thermal ribbons.
- Your do not want the extra cost and inventory of thermal ribbon purchasing and storage.

Optimal applications: shipping labels, freight packaging, inventory, receipts, label coupons, and and other short-term labeling needs

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McCourt Celebrates 125th Anniversary



Cutting Edge Technology : 1937 & 2021

The first photo from the left is our Printing Dept. in 1937 and the next two pictures are from 2021. McCourt Label prides itself in staying on top of the most current equipment technology and trends. We currently have 7 flexo presses as well as a Domino digital press. Although print technology continues to evolve, McCourt has always invested in up-to-date equipment, allowing us to create innovative labeling solutions for our customers.



Memorial Day Closing

This notice is to inform you that McCourt will be closed on **Monday, May 31st, 2021** in observance of Memorial Day. We will reopen for business on Tuesday, June 1st.

Please keep this closing in mind, as it may affect order processing and shipment times. Also note that shipping companies' schedules may differ from that of McCourt.

From the McCourt Team, have a safe and happy holiday!