

# McCourt LABEL

*Solutions That Stick!*

PRODUCTS MARKETS CAPABILITIES ABOUT CONTACT



## Best Practices for Submitting Label Artwork

We want your labels to be as great as possible, and submitting optimal artwork is integral. Here are some best practices for your design team when it comes to creating and submitting high-quality label artwork:

- Outline fonts in artwork so the font file type is not needed by our Art Department
- Sans-serif fonts and larger text (whenever possible) print more clearly
- Use CMYK color mode as opposed to RGB for a wider range of color
- For exact color matching, please note the PMS colors used
- If this is a new order for us, but has been produced previously, please send us a live sample to match to
- If the label needs to match something else in a package or mailing then live samples of those items can be helpful for color matching on a first time order
- When using a logo, it is best to use the vector version rather than the raster for a sharper image
- Image resolution should be at 300 DPI or higher for best print quality
- PDF is the preferred file type, if a PDF cannot be sent, the next option would be to send the original working file along with any images or fonts used



Still have questions? Feel free to contact our highly-knowledgeable artwork experts anytime and we can help you create your ideal label!



## Customer Satisfaction Survey

We want to know what you think! Please respond to our brief, 4-question survey. Your responses will be completely anonymous, and will help us to better serve you in the future.

[Click here](#) to respond to our survey



## Streamline UL Labeling with McCourt

The process of getting a UL label approved can be a long and arduous one. Yet it is important for manufacturers to obtain approval if they want to show the consumer that labeled product is recognized as complying with an industry performance standard and is deemed safe to use. Specifically, UL Certification is typically directed toward the following main categories:

- Electrical components
- Electronic equipment
- Wire and cable
- Appliances
- IT
- Fire protection and fire suppression equipment
- Signaling alarms
- Equipment for use in hazardous locations



As a certified UL printer, McCourt can help streamline this process with a UL label adoption system. This system is the most convenient way to get your label UL recognition by meeting the requirements of UL's Marking and Labeling Systems Program. McCourt works with material suppliers, using a set of pre-approved label constructions that have already been recognized by UL through rigorous testing. This means that the labelstock, adhesive, ink and overlaminates have all been tested and approved by UL, and it could take as little as 2 weeks to have a UL approved label.

By using a UL adoption system and working with our experienced customer service team, our customers do not need to start "from scratch" when creating a UL label, and this benefits our customers in the following ways:

- Decreased costs
- Decreased time-to-market
- Eliminated redundant testing of materials
- Quicker return on investment

[Contact](#) our UL labeling experts for more information and [click here](#) for our UL Overview containing info on getting a UL label for your product