

The Seal of
Genuineness

The Holostik Times

LATEST ISSUE

In Focus

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How?

product Labels can help to boost your sales & brand equity

Product labels showcase a product's information, secures it from counterfeiting, and enhances its visual appeal. With the growth of packaging industry, labels are used for a variety of purposes. **In this section, we have shared the different functions of labels and how they can contribute to your business growth.**



1



SHOWCASE PRODUCT INFORMATION

Labels allow items to be **identified** and are often the first point of contact between the customer and the product.



2



SECURE PRODUCTS FROM DUPLICATION & TAMPERING

Labels with anti-counterfeit features prevent counterfeiting. Such product labels can incorporate anti-counterfeit features like holography, security inks, tamper evidence, guilloche patterns, digital QR codes and other overt, covert & digital features. **Preventing sale of fake copies of your products can grow your revenue and boost your brand equity.**

3



ENSURE SUPPLY CHAIN VISIBILITY

Product labels incorporated with QR codes can help implement supply chain management solutions. This lets you monitor your inventory at different stages of the supply chain. **A thorough visibility of product inventory prevents raw material wastage, information silos and diversions.** This saves your time and money and help increase your production throughput.

SOME INDUSTRIES TO WHICH WE CATER OUR LABELLING SOLUTIONS



FMCG



Pharma



Agro



Automotive



Liquor



Tobacco



E-Commerce



Electronics & Electricals



"Holostik provides wide range of quality labels to different industries. Made with premium quality raw materials our labels encompass most advanced authentication and aesthetic features. Our labels not just help to convey product information with efficacy but also boost product sales and security."



Ritesh Rupramka
Director Production & IT
Holostik India Limited

"Our labelling solutions go through stringent quality checks. With 12 colour flexographic printing and advanced inspection machinery we maintain optimum production quality. Use of overt, covert and digital features in our labels make duplication nearly impossible & adds value to the product packaging."



S.K. Burman
Associate Vice-President
Holostik India Limited

4



HELP IMPLEMENT LOYALTY PROGRAMS

Labels printed with QR codes can be used to implement and manage loyalty schemes. **Such loyalty programs help retain and increase consumer base.**

5



ACCENTUATE THE VISUAL APPEAL OF PRODUCTS

Packaging labels help in increasing the visual appeal of the product. **Labels with vibrant colours, typography and holographic elements instantly grab the attention of the end consumer and help increase product sales.**



WHY CHOOSE HOLOSTIK?

Holostik is an industry leader in catering customised product labels to different industries. We manufacture premium quality labels made with high quality raw materials. We can integrate digital functions on your production line. We have advanced 12 colour flexographic printing machines to cater the best labelling solutions to match your needs.



Anatomy of a Custom Label

As a product manufacturer it is must for you to know what labels are made of. In this infographic you will know **the structure of product labels, its parts or components**, and what Holostik is capable of providing in labelling solutions.

FACESTOCK

The part of the label we print on, also the part of the label your customers will see. **The most common materials used as a facestock for pressure sensitive labels are paper & film.**

ADHESIVE

This is of course the sticky part of a pressure sensitive label. The adhesive will remove easily from the liner for easy application to your product or container. **There are a few types of adhesives: all temperature, cold temperature, permanent, and removable.**

RELEASE LINER / CARRIER

Also called the **carrier or backing**, for pressure sensitive labels it is most commonly a brown kraft colour paper, and it has a special coating that allows your labels to be easily removed.

WHY YOU MUST BUY HOLOSTIK' LABELS FOR YOUR PRODUCTS



European printing machines with **up to 12 colour capability** for endless design possibilities.



Among few companies to provide **specialized, security and smart features** in a single label.



Use of **high-quality inks, solvents, adhesives** ensure supreme quality of labels.



Labels with QR codes enable better supply chain visibility resulting in **higher ROI**.



UV embossed labels with supreme aesthetics and design to increase consumer engagement.

TYPES OF LABELS WE PROVIDE

- UV embossed 3D labels
- Filmic labels
- In-mould labels
- Inlay cards
- Non-tearable labels
- Paper labels
- Smart labels
- Special purpose labels
- Unsupported labels
- Security labels

"We are among the few companies to provide specialized, security and smart features in a single label. This helps to boost aesthetics, secure products, and implement digital supply chain solutions at the same time. We have provided our labels to some of the major brands in the world."



Inder Sharma
Vice President Sales & Marketing
Holostik India Limited

3 KEY POINTS TO KEEP IN MIND



BEFORE CHOOSING THE BEST LABELS FOR YOUR PHARMA PRODUCTS

Around 20% of pharma products sold in India are counterfeit. (Source: United States Trade Representative). This disturbing figure highlights the deep impact of counterfeiting on the Pharma business. It **results in big losses for Pharma manufactures and risks the health of end consumers.**

A secure pharma label makes your products safe and shows textual/graphical information about the product. These labels help with branding & loyalty management. Labels with barcodes enable supply chain functions and ensure inventory transparency.

As a pharma manufacturer, you can have a hard time finding the right labels for your products. **To make things easy for you we have discussed 3 key points to consider before choosing the best labels for your pharma products.** Let's find out.

Advice



01 CHECK FOR COMBINED SECURITY FEATURES IN LABELS



Always check for the security features in labels. **A combination of different security features makes the labels fool proof against counterfeiting.** Some security features to look for in a secure pharma label are guilloche pattern, security inks, holographic strip & barcodes. (Combination of overt, covert, digital and forensic features)

02 CHECK FOR TRACK AND TRACE FUNCTIONALITY



Track and trace function is mandatory for all pharmaceutical export shipments as per GS1 standards. This is to ensure the authenticity of the drugs manufactured in India. The government is planning to implement 2D barcode-based track and trace functionality for APIs (Active Pharmaceutical Ingredients) imported to India.

We recommend you to check if your label supplier is providing GS1 barcodes, GTIN, & track and trace functionality in the labels. This is very important, keeping in mind the government's new regulations.

03 CHECK FOR DURABILITY FACTOR IN THE LABELS



Before choosing pharma labels for your product, you must do product sampling. This ensures that you get only high-quality packaging labels. Only such labels can withstand the harsh conditions of the supply chain.

Holostik is a leading player in catering tailor-made pharma labels and labelling solutions for other industries. Our labels are made with high-quality face stock, adhesives, and liners. **To make the labels secure we incorporate different security features as per the needs of the consumer.** With the use of digital barcodes, we can also implement a range of supply chain management solutions for your business.