



Offer Your Customers a Unique Look – Labels Made From Wood

Real cherry and birch wood veneer as a pressure-sensitive label stock

Use the natural beauty and unique characteristics of real wood to make your customers' products stand out in the store. Green Bay Packaging's cherry (CHRRY) and birch (BIRCH) label stocks have the grain and texture of wood, but are smooth enough for printing.

With such an unexpected look and feel, it is the perfect label material for luxury products such as wine, spirits, gourmet food, personal care products, cosmetics, and fragrances. The outdoor appearance makes the veneer particularly suited for natural products, and those targeted to men.

The wood veneer is laminated to a polyester backing, giving it strength for die cutting and converting. A paper backing is available as a custom order. This material can be flexo, or litho printed with a four-color process image, or line copy. It can also be Indigo coated and printed. The veneer can be hot stamped or embossed for an extra decorative effect. Labels made of this wood veneer can be automatically applied. The material is 9 mils thick, so it handles like a tag stock.

Green Bay Packaging offers the wood veneer on our T.I.P. program in the following structures:

- CHRRY/747/44PM - Cherry Wood Veneer/
Tackified Permanent Adhesive/Poly Kraft Liner
- BIRCH/747/44PM - Birch Wood Veneer/
Tackified Permanent Adhesive/Poly Kraft Liner

Contact your sales representative, or email greenbaynews@gbpcoated.com, to receive a sample of the wood veneer facer.

This is a natural wood product. Color and grain will vary from roll to roll, and wood imperfection, such as knot, will appear.

