

Create,  
Print, Store,  
Promote, Inform and  
Manage.



Digital Label  
Management  
Solutions



How are you efficiently managing your label process  
and optimally **promoting your brand?**

  
AMERICA'S PRODUCTIVITY PARTNER

# What are you doing to proactively and efficiently manage your label process and optimally promote your product?

## Digital Label Management Solutions

Are you looking for a labeling solutions provider that can help you better create and print customized labels, optimally promote your brand and product information, and store and manage your labeling items? Look no further than GBS' Digital Label Management Solutions. From small businesses to Fortune 500 enterprises, our digital print technology ensures that your labels will stand out above the crowded marketplace, setting your company apart from the

competition. Additionally, our short-run capabilities provide you with high quality and cost effectiveness to help your business thrive.

Our Digital Labeling Management Solutions include:

- Industry leading dots per inch (DPI) to ensure high photographic-quality graphics
- High-speed press to decrease lead time
- Most efficient process when there's multiple SKU's and lower volumes
- No costly plate charges
- Ability to add overlays and UV varnishes

## Digital Label Management Solutions



## Vertical Market Expertise:



Craft Beer and Wine



Industrial and Chemical



Nutraceutical



Health and Beauty



Food



Brand Protection Solutions

## Nutraceutical

As alternatives for traditional medicine continue to grow, nutraceutical products are steadily moving to the forefront of the wellness industry. Nutraceutical products are a culmination of medical and dietary ingredients. With such products, earning the trust of customers can be a challenge, and companies often neglect this vital component. Professional, informative and eye-catching packaging not only attracts customers, but can inform and educate consumers about your product and build that all-important element of trust.

## Craft Beer and Wine Labeling

As the success of craft breweries and wineries continues to climb, a significant point to keep in mind is the importance of labeling. Beer and wine sales and brand retention often begin with the bottle's appearance. GBS' customized labeling products will help you entice consumers with an attention-grabbing label that serves to strengthen and showcase your unique product and brand. Our pressure-sensitive labels will give your bottle an exclusive look by incorporating unique materials such as metallic foil to achieve an elegant design. GBS also helps protect your design against common elements, such as moisture, by utilizing a UV varnish to a laminate finish to shield your labels from condensation.



In 2016, the number of operating breweries in the U.S. grew 16.6%. Craft brewers produced 24.6 million barrels and saw a 6% rise in volume and a 10% increase in retail dollar value, estimated at \$23.5 billion.

## Food Labeling

While quality is important, adding shelf appeal to your product is crucial in a crowded and competitive industry. GBS can help you create visually appealing food labels to entice more customers as well as labels that meet federal regulations. We offer durable FDA and Nestle pre-approved labels to help you adhere to regulatory guidelines and keep your labels from fading, bleeding or smudging. GBS is committed to offering high-quality food

labels to help you boost your product's appeal, as well as convey key information and effective messaging to consumers. Additionally, our dedicated customer service team tracks key food industry trends (such as whole foods and natural options), and can assist you in creating the appropriate labeling to meet your diverse needs.

## Health and Beauty

An eye-catching health and beauty label can capture the attention of potential customers while also reinforcing your product's appeal and value with existing buyers. Showcasing your brand through personalized and visually attractive labels is crucial in order to stand out in the competitive arena. GBS' precise matching of detailed artwork and small text offers a viable solution for customizing labels of all materials and sizes, including the need for waterproof labels.

## Industrial/Chemical

GBS equally values safety and visual appearance. And we realize how challenging it can be to achieve visual appeal while giving a clear indication of the chemicals within your products, as well as the safety parameters around them. Our solutions can help you create attractive, high-quality labels with clear and concise information to help promote your brand and educate the consumer.



## Brand Protection Solutions

Companies lose billions of dollars each year due to products being tampered with, counterfeited or diverted in the supply chain. Due to such threats, it is becoming increasingly difficult to distinguish between genuine products and the "fake" products which are jeopardizing public brand perception. GBS Security Labels safeguard goods from tampering, counterfeiting and diversion to grey markets.

Your labels are protected with leading-edge technologies within every aspect and component of the customized label, ensuring brand protection for your organization.

Industries impacted most by brand protection issues:

- Industrial
- Manufacturing
- Pharmaceutical
- Sports Memorabilia
- Electronics
- Cosmetics

GBS doesn't just offer digitally printed labels-we provide a comprehensive solution focused on your product needs and goals. Our printing, warehousing, fulfillment and inventory management capabilities set us apart from the competition.

## Warehousing and Distribution Services

Save space and reduce costs by storing your print, labels, and promotional items with GBS in our 100,000 square-foot warehousing facility located in North Canton, Ohio. Utilizing over 40 years of distribution and inventory management expertise, we specialize in delivering your products on time to the appropriate location.



Detailed Usage Information

## MyGBS

MyGBS is an online single-source catalog for creating, managing, deploying and retrieving your print and label items. Our solution portal provides 24/7 access to all of your mission critical inventory information. Key deliverables of MyGBS include controlled user access, corporate identity branding and deployment options such as warehousing, kitting, print-on-demand, eForms, items download and view-only options, video hosting and much more. Our portal also provides robust order review capabilities to help you effectively manage your resource deployment as well as management reporting tools that give you real-time access to "business intelligence" and insight to support the success of your label management program.

Real Time Inventory

## Commitment To Quality

GBS has a proven commitment to providing quality products and services to our customers, as shown by our certifications:

- ISO 9001:2015- Our Quality Management System is structured and based on the ISO 9001:2015 Quality Standard
- FDA/GMP compliant





Get into a successful labeling partnership - with GBS.



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